



Management Internship Diaries 2020

FACULTY OF MANAGEMENT
University of Peradeniya
Sri Lanka



Management Internship Diaries

2020

Management Internship & Research Symposium

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Faculty of Management

University of Peradeniya

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Message from the Vice Chancellor

It is with great pleasure that I forward this message of felicitation on the occasion of the annual Internship and Research Symposium-2020 of the Faculty of Management, University of Peradeniya.

This virtual symposium organized by the Faculty Internship Committee of the Faculty of Management provides the opportunity for our undergraduates to showcase their competencies gained from the internship programme that they have followed during their final year. I am sure that this conference will give them an opportunity to gather important insights and guidelines from scholars and practitioners from the world of work.

As a result of this event, undergraduates and other participants get an opportunity to engage with critical concerns relating to an array of discourses in different fields such as Accounting, Finance, Human Resource Management, Operations Management, and Organizational Management. Moreover, this will allow the students to understand new changes within the fields of management and business which will help them to adapt and update in line with the dynamic environment.

I am indeed pleased about the Faculty as it has a serious orientation towards conducting applied research. In addition, I am confident that having a constant dialog with the industry, would create a robust platform for further strengthening the faculty's relationships and understanding with a multitude of stakeholders in the industry.

I extend my best regards to the organizing committee of the Undergraduate Internship and Research symposium - 2020 and all other contributors who have rendered their support to make this event a success.

Prof. Upul. B. Dissanayake
Vice Chancellor
University of Peradeniya



Message from the Dean

It is with great pleasure that I write this message for the magazine that will be launched in parallel with the “Internship Diaries”, the event that the Faculty of Management organizes annually to showcase the internship experiences of the final year undergraduates of Bachelor of Business Administration (BBA) Honours. This year, the Faculty conducts this event for the sixth consecutive year for the students who pursued the internship programme during the 2019/2020 academic year.

The internship programme of the Faculty of Management provides a platform for the students to get exposure to industry/wide practices. More specifically, it provides the students with an opportunity to experience the practical applications of what they have learnt in the classroom. In addition, such experience not only enhances the competencies of the undergraduates but also provides further avenues for career advancements in their chosen field of study. It is also plausible that through the internship programme, students will be in a better position to develop essential skills such as teamwork, problem solving, decision making, and communication skills which without a doubt enhance their employability after graduation.

The Faculty selects the best performing interns from the five Departments using a rigorous evaluation process during and at the end of the internship period, viz. interim evaluation, internship memorandums and reports, confidential report of the internship supervisor and the final presentation and invites them to showcase their talents at the “Internship Diaries” event where the best intern will be selected by an independent panel of judges representing the industry.

I would like to take this opportunity to pay my sincere gratitude to the Chairman and the members of the Internship Committee for their significant contribution towards the success of the internship programme – 2019/2020 academic year and all the staff members for their great contribution in supervising and evaluating the internship students. Finally, I would like to wish all the very best for the students who will be competing for the Best Intern Award at “Internship Diaries” today.

Prof. E.M.A.S.B. Ekanayake
Dean, Faculty of Management

Message from the Internship Committee of the Faculty

We, as the Internship Committee of the Faculty, are happy to make this note at the time when our final year students are ready to graduate from the University.

The Internship Committee of the Faculty believes that undergraduates must acquire hands-on experience not only on theoretical aspects of the subjects but also develop related soft skills such as maintaining personal relations, presentation skills, leadership, and communication skills. In order to make sure the students attain these skills, the competition titled, “Management Internship Diaries - 2020” is organized to select ‘The Best Intern - 2020’ from those who have participated in the Internship Program this year. Accordingly, throughout the internship period, students as interns have undergone several rigorous evaluation rounds on diverse aspects of their internship experience. Mostly, student assessment in diverse rounds was done by a panel of lecturers and industry experts. A selected group of 27 students who specialized in BBA or who followed the B.Com Degree offered by the Faculty has been selected according to their successful performance of their internship programs. These students were invited to submit their narratives to compile the “Internship Diaries 2020”. A selected group of 12 out of 27 students will compete in the Symposium, presenting their internship experience and industrial exposure in order to become the best intern in the year 2020, Faculty of Management.

According to the academic calendar of the Faculty Internship Committee, the Undergraduate Research Symposium of 2018 is the last activity that took place, and hence, it will complete a cycle of activities of students’ internships. Subsequently, a magazine is launched by the Faculty which holds the compiled reports of the internship experiences.

We, as the Internship Committee of the Faculty, are much delighted to witness the competition among interns in the virtual platform this time and wish all the best for their future endeavors too.

**Internship Committee,
Faculty of Management**

Committee Members of the Faculty Internship Committee

Prof. R.H. Kuruppuge

Chairman

Ms. H.M.N.K. Mudalige

Department of Business Finance

Ms. W.A. Edirisooriya

Department of Human Resource Management

Mr. T.S.S. Fernando

Department of Management Studies

Ms. B.S. Hettiarachchy

Department of Marketing Management

Ms. S.P. Aryarathne

Department of Operations Management

Ms. A.S. Shiromy

B.Com Internship Coordinator

Abeykoon P. D. D. S.

Asiri Hospital Holdings PLC



Name: Abeykoon P. D. D. S.
Degree Programme: BBA (Hons.)
in Accounting & Finance
Department: Business Finance
Internship Provider: Asiri
Hospital Holdings PLC
Project Title: Sustainability
Reporting

Project Abstract

The aim of the project was to investigate the key challenges in adopting sustainability reporting. Initially, a disclosure score was developed based on the sustainability reporting guidelines which were issued by the Colombo Stock Exchange to assess the level of the sustainability reporting and undertook an industry comparison with reference to Healthcare Institutions. The sustainability reporting level of the selected company was measured using a one-sample test and it is lower. It also revealed that the sustainability reporting level of the selected company is lower than the Healthcare Industry. Further, semi-structured interviews were conducted to identify the key challenges related to the lower level of corporate voluntarism, transparency, traceability, and a consistent approach for sustainability reporting.

Internship Experience

To complete my internship training, I decided to join the Department of Finance of Asiri Hospital Holdings PLC. It is a subsidiary of Softlogic Holdings PLC. Softlogic Group is rated as one of the most dynamic and aggressive conglomerates in Sri Lanka. It has expanded its name while holding leading positions in several domestic growth-oriented sectors such as ICT, healthcare, retail, financial services, automobiles, and leisure. Asiri Hospital Holdings operates under the healthcare sector of the group.

The internship offered by the Department of Finance was provided for a period of 6 months. I was appointed as an employee of the Account Receivable

section and the Fixed Assets section in the Department of Finance. Even though I joined as an intern, fortunately, I could obtain a permanent position at the company. It was a bit challenging as well as an interesting experience that I gained during the internship period. Further, I got an opportunity to work with several other departments such as the Departments of Procurement, Human Resource, Internal Audit, and Marketing. Thus, I obtained an understanding of the functions and interdependency of these departments. For instance, I interacted with the managers, executives, and co-workers of the other departments such as the Department of Human Resource to get things done regarding the staff welfare and staff allowances and the Department of Procurement to know about the purchasing of fixed assets.

Since Asiri is an institution that utilises new technologies and new trends to increase their efficiency and effectiveness, I was able to educate myself with many new findings like new accounting packages and online IOU systems while working as an intern. When I started my internship, I only had theoretical knowledge and after I started my internship program, I could learn how to use theoretical knowledge practically in the business environment. Actually, with the experience I got and with the activities I engaged in at the company, I was able to develop a lot of skills such as interpersonal skills, time management skills, and problem-solving skills. At the end of the internship programme, I was recruited as a permanent employee of Asiri Hospital Holdings as an Account Assistant. That is basically because I was able to improve and widen my knowledge from the work I performed and even the mistakes I made. Furthermore, in order to survive in the industry, I should improve communication skills, language skills, information technology skills as well as analytical skills. I hope this information will be helpful to develop not only myself but also the others who are seeking internship/job opportunities in the industry.

Dilshan N. V. S. Bitzean (Pvt) Ltd



Name: Dilshan N.V.S.

Degree Programme: BBA (Hons.)
in Organizational Management

Department: Management Studies

Internship Provider: Bitzean (Pvt)
Ltd

Project Title: Online Relationship
Marketing

Project Abstract

The aim of this project was to investigate the impact of online relationship marketing on customer loyalty with the mediating effect of online trust. The researcher has selected Bitzean (Pvt) Ltd and collected data from 150 customers who visited the Bitzean website. A convenience sampling method was used and questionnaires were distributed to collect data. Descriptive statistics, regression analysis, and PROCESS macro tool were used to analyse the data with the support of the SPSS 25 version. Findings reveal that there is a significant impact of online relationship marketing dimensions on loyalty. Engagement and interactivity indicated an impact on customer loyalty with the mediating effect of online trust.

Internship Experience

Bitzean (Pvt) Ltd is a company that provides advertising of services and products, freelancing, online stores, and IT solutions to people and business organizations. Bitzean (Pvt) Ltd has introduced a social network where businesses and people can productively interact with one another. This social media platform works similarly to other social media platforms. But compared to other social media platforms, the uniqueness of Bitzean is that their customers can earn a portion of the platform's revenues based on their activities in Bitzean's social media platform. Even though the organization is as yet in its developing stage, it has effectively gotten a critical spot in the Sri Lankan setting.

When it comes to the corporate world, we cannot implement the exact theories that we learned in the BBA degree program as they are. In the practical scenarios, we have to integrate, moderate, and blend those theories according to the real work context. As an intern of the Bitzean Company, I was appointed to the post of intern operation assistance. It has been an extraordinary chance for me to enhance my skills in various areas such as employee recruitment, digital marketing, direct marketing, customer relations, entrepreneurial consultation, mass advertising, and administrative activities. In addition to that, I was able to develop soft skills such as computer proficiency, communication & presentation, negotiation abilities, relationship building, and maintaining, etc.

As university undergraduates, we gain a greater part of the theoretical knowledge about the corporate world. However, after I step into the corporate world, I realize there is a gap between theoretical knowledge and reality when it comes to execution. Any undergrad will confront certain difficulties in his/her work environment without related knowledge in the real work context. When considering myself, I faced numerous difficulties during my entry-level position period due to my unfamiliarity with the technological industry. Especially due to this reason, handling clients was a big challenge for me as it was my first industry experience.

I consider this internship as a great opportunity that helped me to enhance my hard skills and soft skills. In addition to that, within the internship period, I was able to apply my theoretical knowledge in every aspect to useful circumstances. Even as an intern, I was able to make a compelling commitment to the effective achievement of the organization's targets. This internship program has been an incredible establishment for my career development profession through an internship program at BitZean (Pvt) Ltd.

Dissanayake D.M.Y.N.
Variosystems (Pvt) Ltd



Name: Dissanayake D.M.Y.N.
Degree Programme: BBA (Hons.)
in Operations Management
Department: Operations
Management
Internship Provider:
Variosystems (Pvt) Ltd
Project Title: Slow-moving
Inventory and Profitability

Project Abstract

The aim of this project was to explore the relationship between slow-moving inventory and the profit of the company. The study used both qualitative and quantitative methods to investigate the research questions. The sample period for the study was six months. The researcher identified that there are six cost factors, which impact profitability. Hypotheses were developed based on those cost factors and tested by using correlation analysis. According to the analysis, one of the cost factors affects profitability. It is recommended to implement a Just-In-Time (JIT) inventory management system.

Internship Experience

Through the BSM 498 Management Internship course, the Faculty expects an undergraduate to complete a total of 600 hours in the course period of one semester to gain experience regarding the industry. The organization that I chose to complete my management internship is Variosystems (Pvt) Ltd. Badalagama, which is one of the largest electric and electronic service providing organizations in the world. There are 5 plants all around the world. The main products of VS can be categorized as printed circuit board assembling and wire harness manufacturing.

I started my internship as an in-plant trainee of the Sales and Project Management Department, under the supervision of Manager-Business

Excellence and Executive Trainer. My main responsibility was assisting my supervisor to lead the projects that she carried out. During my internship period, we worked on an inventory turnover improvement project and an operational cost optimization project. Since most of the operations are carried out through the ERP system, it was a good opportunity for me to experience the operations of the ERP system. I learnt to develop process mapping using Viflow software and also learnt a lot of new things about the import and export operations, documents and terms used by the international business, and the technologies and infrastructures available in the international business. Through this internship programme I was able to experience several concepts and theories in the real-world scenarios that we learnt throughout our academic period. Also, I was able to develop communication skills and workload balancing skills. VS always encourages us to learn new things and update trends in the business world.

It was a major challenge to find an internship because of this pandemic situation. Since most of the organizations are not accepting new employees, undergraduates may face a lot of difficulties.

I enjoyed my internship and experienced much better. There is no better way to get started in our career than by participating in an internship programme. When entering into a job market the employers not only consider academic and professional qualifications but work experience and skills related to the work as well. Therefore, I got a great opportunity to get this experience, as my Faculty linked the gap between academic knowledge and the practical scenario. Thanks to this, apart from the theories and concepts that I have learnt, I was able to develop my skills and attitudes too.

Edirisinghe V. P. HNB General Insurance Ltd



Name: Edirisinghe V. P.
Degree Programme: BBA (Hons.)
in Accounting and Finance
Department: Business Finance
Internship Provider: HNB
General Insurance Ltd
Project Title: Working Capital
Management

Project Abstract

The aim of this project was to investigate the contributory factors of the Cash Conversion Cycle including external environmental consequences (Easter Sunday Attack and COVID-19) while identifying the relationship between the variables. The project adopted a quantitative deductive research approach. Quarterly data for a sample period of 2015-2020 was considered. The study found out that there is a strong positive and significant relationship between the external environmental consequences and Accounts Receivables of the insurance company indicating that there has been an increase in accounts receivables. Finally, it was recommended that the company should implement efficient and effective working capital policies mainly focusing on accounts receivables.

Internship Experience

I underwent a six-month internship at HNB General Insurance Limited as a Finance Intern. I was initially assigned the duties and responsibilities of the Daily Banking Register Unit which mainly acts as a controlling unit that is responsible for the receipt management of all branches and the Head Office. I also had the opportunity to explore the functioning of reinsurance payment processing, taxation, bank reconciliation, and supplier payments as well. Further, the endless support from co-workers and guidance from supervisors facilitated me in getting used to the process that is taking place, the operation of insurance activities, and studying other functions as well. Having been

entrusted with all the duties and responsibilities of the Daily Banking Register Unit, I was able to boost my self-confidence and carry out the process smoothly. Having to communicate with different parties related to receipt issues and other activities enabled me to develop and refine my communication skills while avoiding my nervousness. The continuous support from colleagues enabled me to improve team working skills. Additionally, I was also able to get familiarized with using MS Excel and e-mails and improve my interpersonal skills.

I also had to deal with some challenges when completing my internship. The biggest challenge I had to face initially was the working from home concept with the prevailing situation where I had to stay at home from time to time in the beginning. This made it a little difficult to understand the process at the very beginning. With the lack of knowledge I had regarding the operational activities of the insurance company it was difficult to handle branch issues and communicate with them. The main operational processes and the technical terms related to insurance made it difficult for me to understand the process as it was an entirely new thing for me at the beginning. However, with time I was able to overcome these challenges and handle all the duties and responsibilities that were assigned to me.

At the commencement of the internship, I was rich in the theoretical background but with a lack of practical exposure. However, the internship programme undertaken as partial completion of the degree program helped me in enhancing my awareness in the application of theoretical knowledge where I had the opportunity and capacity to expose myself in handling practical issues and challenges. Further, this program enabled me to develop my competencies, inculcate skills and adjust to the corporate world.

Fernando M. C. P.
R&J Apparels (Pvt) Ltd



Name: Fernando M. C. P.
Degree Programme: BBA (Hons.)
in Human resource Management
Department: Human Resource
Management
Internship Provider: R&J
Apparels (Pvt) Ltd
Project Title: Employee Job Stress

Project Abstract

The aim of this project was to determine the impact of job stress on job satisfaction of machine operators in R&J Apparels (Pvt) Ltd. This research was based on the quantitative approach. Simple random sampling was used to select the sample for the study and the sample included 100 machine operators. According to the findings, there is a positive relationship between work overload and job stress and home-work interface and job stress. Further, results show that there is a negative relationship between job stress and job satisfaction. As a recommendation, the company requires to conduct different programmes to reduce employee job stress to enhance job satisfaction.

Internship Experience

I did my internship programme at R&J Apparels (Pvt) Ltd, Badulla. This garment factory is specialized in producing ladies' garments with over 30 years of experience as it was established in 1992. R&J Apparels is a supplier and manufacturer for some of the largest leading brands in Sri Lanka and the company also manufactures private labels for leading brands. They have also expanded their business activities to the retail market with their own brand "JEZZA" which caters to a diverse female customer base. And 350 employees are working in this company.

I worked in the Human Resource Department in this organization and I had to assist in conducting recruitments, administration, managing the payroll,

engaging in employee relations, and helping in training and development, apart from my job description. I participated in the department induction programme and also in an in-house training programme. During my internship, I was assigned a special assignment and it helped me to identify how to apply theoretical knowledge into practical contexts. Some of the assignments I had to complete were analysing the best-performing employees, making a training need analysis, and completing a mini project to display the company's vision and mission.

As an HR intern, I faced several challenges during my internship. Experienced employees have better knowledge than us. Therefore, I had to get constant briefings from senior employees because theoretical knowledge is not enough to complete a satisfactory job. Even though I am a university undergraduate, some younger employees are highly qualified and possess more experience and knowledge than me. Hence, I was constantly challenged to perform well because the working environment was competitive. The workstation was also very diverse and I had to work with different types of people.

I believe the most important thing which I gained during my internship period is self-development. As undergraduates, we lack practical experience. Therefore, this industrial training helped me to enhance some skills such as team working, people handling, time management, social networking, and communication skills among others. Apart from those, I also gained hands-on experience on how to apply theoretical knowledge into practical situations and I managed to improve all these through the special assessment which I carried out during my internship. As I think, learning to work under pressure is a very important skill to learn to become successful in a work environment.

Fonseka W.A.P.P. DIMO Agri Businesses



Name: Fonseka W.A.P.P.
Degree Programme: BBA (Hons.)
in Marketing Management
Department: Marketing
Management
Internship Provider: DIMO Agri
Businesses
Project Title: Store Environment
and Consumer Buying Behaviour

Project Abstract

The aim of this project was to identify the impact of store environment on consumer buying behaviour with special reference to the proposed perfect stores of DIMO Agri Businesses. The researcher identified the main elements of the store environment as design elements, ambient elements, social elements, and operational elements. The quantitative method was used and the selected sample size was 85. This research elicited that design factors and operational factors have a significant impact on consumer buying behaviour while ambient factors and social factors do not have a positive impact. The Researcher recommends maintaining the right assortment of products with better operating days and hours while adding card payment facilities, parking areas, and advisable point of sales materials, in-store sales promotions with visibility.

Internship Experience

DIMO Agribusinesses, the agricultural arm of the Diesel and Motor Engineering (DIMO) PLC, was established in 2018 with the motto of “Next Generation Agriculture”. DIMO Agribusinesses provides wider crop care solutions, plant nutrient specialty products, seeds, fertilizers, and implement Agri specialty projects.

As an undergraduate trainee, I was inducted into the Department of Marketing and Business Development under the supervision of Deputy General Manager Mr. Pradeepa Jayasinghe. As this organization is related to Agri specialty projects, it has given me the opportunity to work in a cross-functional team

from field sales to brand marketing to Agri proceedings which have enabled me to have a holistic view of the business. With that, I was able to join the research and development procedures, seed productions, practicing the latest technologies in crop management, and farmer education and training activities.

It was a great opportunity to experience how they combine their customer relations strategies with individual farmers in the B2C market and local firms in the B2B market. In addition to that, they provided opportunities for me to work together with professionals and experts in the field in business meetings, workshops, and sessions. Assigning me to prepare marketing plans and business proposals based on company needs, provided me the opportunity to show what I am capable of. It was a great platform where I could receive a vast array of experiences.

I believe that the most common and biggest challenge we all faced during our internship period was to ensure the safety of the Covid-19 pandemic situation. Since I had had no previous experience, I also felt the nervousness that anyone feels when stepping into the corporate world for the first time. In addition, my limited agricultural knowledge challenged me in certain ways. As I had to manage some situations on my own, the perceptions of the top management towards marketing gave me the strength to face the challenges.

As a Sri Lankan company, DIMO Agribusinesses has duly stepped forward to address the national need of revitalizing the local agriculture sector. I was fortunate to have an internship in this growing organization as it was immensely helpful to make positive changes in my life by inspiring self-confidence. Even though they are a new start-up business, they nurtured, mentored, and supported me immensely. I believe it will be a leading business in Sri Lanka that will pave the way for the future marketing generation.

Gunasekera K.L.U.

W.M. Mendis & Company Ltd



Name: Gunasekera K.L.U.
Degree Programme: BBA (Hons.)
in Marketing Management
Department: Marketing
Management
Internship Provider: W.M.
Mendis & Company Ltd
Project Title: Customer Purchase
Intention

Project Abstract

The aim of this project was to identify how product features of liquor products are affecting customers' purchase intention. Primary data were collected from questionnaires and secondary data were obtained from the company's annual report and statistics published by Excise Office. 50 respondents were selected as a sample. Findings showed that there is a significant relationship between product quality and purchase intention. Therefore, key recommendations include, being unique while identifying the target market clearly and selling samples for reasonable prices thereby providing experience about the product to customers.

Internship Experience

As a final year Marketing Management undergraduate of University of Peradeniya, I started my internship program on the 01st of December 2020 as a marketing intern in the Department of Marketing at W. M. Mendis & Company Ltd. It is one of the renowned liquor manufacturing companies established in 1947 by Mr. T.A. Mendis. The Head Office is located in Welisara and the distillery operations underway at the Moragalla branch. The product portfolio includes three major categories including pure coconut arrack, blended coconut arrack, and country-made foreign liquor. Thus, they have introduced more than 30 brands to the liquor market.

During my internship, I gained practical knowledge related to the liquor industry. For instance, normally liquor manufacturing companies are

promoting their products adhering to many restrictions. So, their main promotional way is personal selling. During that internship period, I learnt how to attract customers through personal selling activities. In addition to that, I learned about the label-changing process related to the liquor industry. And also, I gained knowledge about digital marketing platforms and their practical uses. Apart from that, it was a great opportunity to enhance my creative thinking abilities, communication skills, interpersonal skills, and networking skills.

There are two sides to a coin. Similarly, when engaging in something we have to face challenges. But what matters is how we face it and the experiences we gain from that. So, I also had to face some common challenges during my internship period. For instance, adapting to the working environment and organizational culture, dealing with different people who think in different ways, working under pressure, and the outbreak of the Covid-19 pandemic.

In fact, during this period I learnt how to apply what I learnt in my lectures, and the encouragement I received from my Senior supervisor (Mr. Chinthaka) and immediate supervisor (Miss Bhagya Wijesinghe) was incredible. I completed my internship primarily by engaging in marketing activities. But also sometimes I engaged in operations and supply chain activities. I think of it as an opportunity where I was not limited to marketing activities but also to gain experience in other fields. I think those experiences will be very useful to me in my future career. Finally, I wish to sincerely express my heartfelt gratitude to the supervisor Dr. Nuresh Eranda and our Internship Coordinator Mrs. Sandamalie Hettiarachchy for their immense support, guidance, and encouragement during my internship.

Gunathilaka M. A. A. N.
Ceylon National Industries



Name: Gunathilaka M. A. A. N.
Degree Programme: BBA (Hons.)
in Human Resource Management
Department: Human Resource
Management
Internship Provider: Ceylon
National Industries
Project Title: Grievance Handling

Project Abstract

The aim of this project was to find out why employees are reluctant to report grievances in Ceylon National Industries. A qualitative research method was used and 10 employees were interviewed using the purposive sampling technique. The researcher found 16 reasons under 7 categories and 3 themes as a managerial, personal and organizational influence. The study recommends that creating a proper working environment, conducting training programs & counseling services, educating employees, and changing employee attitudes are essential in order to enhance the voice of the employees to report their grievances.

Internship Experience

Ceylon National Industries which is located in Keerthi Bandara Pura, Walapane was established on 20th July 2015 as one of the production units under Lucky Industries. It manufactures garments such as skirts, blouses, shorts, pants, jackets, etc. for kids and adults with a capacity to produce 100,000 pieces monthly in optimal condition.

As an HR intern, I was responsible to prepare and update employees' personal files and arrange the employee files according to the employee numbers. Further, it was my duty to check the facilities available in the work environment and help the nurse to supervise the health and safety behaviours of employees especially with regards to COVID 19. I prepared and updated

the CV register, scheduled interviews for applicants, called applicants and confirmed the date and time for the interview, and participated in preliminary interviews with the HR manager or HR executive. It was my duty to collect, categorize grievances and help the grievance handling manager to find the solutions for the grievances and participate in inquiries with the grievance handling manager and issue verbal and written warning sheets for particular employees with the consent of the grievance handling manager. Further, I handled documents such as employee details, attendance, transfer of employees, performance grades related to incentives which are related to the HRIS system, entered performance evaluation grades and comments into excel sheet and maintained those hard copies in a particular employees personal file, prepared and distributed night approval sheets among female employees, and pay sheets for employees and conducted exit interviews for the resigning employees.

During this internship period, I was able to get an overall experience in an industrial organization. I learned how to apply my theoretical knowledge to the corporate setting. Through engaging in multiple tasks, I had to work with different parties from different backgrounds, ages, positions, and educational levels. When I was working in a team I learned how to communicate effectively, respect others' ideas, and the importance of listening for better engagement with other parties. And also every day I had to manage various tasks adhering to strict deadlines. Sometimes there are several tasks to complete at the same date and time. Thus I had to manage my time effectively to complete the tasks on time and to avoid last-minute work. Thus I could improve my technical skills. Also, I believe that I should develop my interpersonal and networking skills further.

Harivarman M. Potenza (Pvt) Ltd



Name: Harivarman M.
Degree Programme: BBA (Hons.)
in Organizational Management
Department: Management Studies
Internship Provider: Potenza
(Pvt) Ltd
Project Title: Working Capital
Management

Project Abstract

The aim of this project was to identify how working capital management affects the financial performance of the selected company. A qualitative approach is chosen as the research method for this study. The non-probability sampling technique was used to draw the sample. The study found that accounts receivables and accounts payables are the main components which affect the profitability of an organization. As a recommendation, companies should implement appropriate working capital policies and strategies mainly focusing on accounts receivables and accounts payables.

Internship Experience

Potenza is a technology consultancy group with the purpose; to deliver powerful results for businesses; driven by simplicity and leveraging the power of data. It is a start-up company registered in December 2016 and started operations in May 2017. The vision of the company is to “Transform Every Business with Digital at Scale and Speed.” And the mission is to unravel the potential of customers through a people process and technology-oriented approach to sustain and grow. Potenza’s business practice is driven by three core areas. They are; Consulting, Digital, and Analytics with the main focus on Robotic Process Automation, and Integration and Workflow Automation. These three core areas are further explained as follows. Consulting – SAP Consulting is a mature business that is led by a team of experienced industry professionals with experts in Banking, Manufacturing, and Oil & Gas. Digital

– Robotic Process Automation is a form of business process automation technology based on software robots or RPA robots that utilize the user interface to capture data and manipulate applications as we do. Analytics – In technology, data has become the most powerful source. Analysis is a business practice which brings domain experts, data scientists, and platform integrators together to help businesses understand the story behind the numbers. Analytics help businesses to understand why it happened rather than just getting to know what happened.

I served in the capacity of a Finance and Admin Intern at Potenza (Pvt) Ltd. I worked at the Delivery Centre in Sri Lanka attached to the Finance and Administrative department that carries out day to day functions of Admin and Finance. Although I was selected as a Finance and Admin Intern, I was encouraged to assist in the Human Resource and Legal functions as well. I reported directly to the Finance and Human Resource Manager.

I have encountered two main weaknesses which need to be corrected. Those are multitasking and stress handling skills. As an Intern, doing the research and work simultaneously made it difficult for me to focus and accomplish every task on time without delay. Nevertheless, I struggled and managed my tasks within the time by working late night hours and on the weekend as well.

This internship, I believe, was a great learning curve in my career. I was particularly involved in day-to-day transactions and high confidential works such as preparing bank and salary reconciliations. While working in Potenza (Pvt) Ltd, I gained an enormous knowledge of Information Technology. Also, I improved business communication skills and professional lifestyle. Further, I learnt proper time management, how to work in a team, and be a responsible worker.

Liyanaarachchi L.A.V.K.
Bartleet Produce Marketing (Pvt) Ltd



Name: Liyanaarachchi L.A.V.K.
Degree Programme: BBA (Hons.)
in Marketing Management
Department: Marketing
Management
Internship Provider: Bartleet
Produce Marketing (Pvt) Ltd
Project Title: Personal Relationship
Marketing

Project Abstract

The aim of this project was to identify how personal relationships affect the sales performance of the organization. Personal relationship marketing focuses on customer loyalty and long-term customer engagement. A qualitative approach was chosen as the research method for this study. The sample was chosen based on the non-probability sampling technique. The findings of this project indicated that personal relationship marketing has a significant impact on sales performance. The study recommended carrying out relationship marketing strategies, customer valuation, and segmentation in an effective way.

Internship Experience

The latest diversification initiative of Bartleet Produce Marketing (BPM) is a subsidiary of Bartleet Group of Company. It has had a humble path since 1904. It functions as a tea broking firm under the Bartleet group. The established Bartleet Produce Marketing is driven by the vision of, “Always been to connect effectively and build efficiently”. They played a major and specific part in the Bartleet Group throughout hundreds of years as a tea broker. BPM employs a team of consultants who provide professional services with a view of enhancing the quality of the end product.

As a fresher, I have never had any experience in the tea industry. But during this internship programme I have experienced so many things such as the culture of the organization, how to adapt to the organizational culture, the weekly process of tea valuation, how to give a valuation for tea, evaluate how they maintain positive relationships with their clients and buyers, how the promotions are done through the personal relationship marketing, the way of handling online tea auction (e-auctions) and how to sell tea via the online platform and visiting buyer firms and getting feedback from them.

Dealing with other stakeholders, identifying the resources to be used, developing social and professional networks, time management are some of the challenges I faced during this internship.

When I was starting my internship in Bartleet Produce Marketing, I only had theoretical knowledge about Marketing Management. During my internship period, I was assigned to perform multiple tasks. When performing these tasks I had to work with different parties and it was a great experience for me. I have learnt to develop myself by learning from every new thing and improved confidence about the work I am doing. Understanding the value in communication, learning to avoid problems from effective communication, accountability for what I am working on, effective usage of the MS packages, and improving the professional lifestyle are newly improved skills during this training.

Marasinghe M.P.P.D. Nestlé Lanka PLC



Name: Marasinghe M.P.P.D.
Degree Programme: BBA (Hons.)
in Marketing Management
Department: Marketing
Management
Internship Provider: Nestlé
Lanka PLC
Project Title: Package Design and
Purchase Intention

Project Abstract

The aim of this project was to identify the impact of package design on purchase intention with reference to Maggi Noodles. This was quantitative research. The population of the research was customers who visit Keells Super in Embilipitiya, 50 customers were selected based on a simple random sampling technique. The findings identified that there is a positive relationship between product package and consumer buying intention. It is recommended that the marketer should identify the package as the first thing to attract the consumer. Further, the study suggests having a proper focus on the packaging.

Internship Experience

Nestlé is a Swiss Corporation in the food, beverage, nutrition, and wellness business. Nestlé established its presence in Sri Lanka more than a century ago, commencing as a trading company in 1906 with condensed milk and infant food products. Today the local portfolio comprises the country's best-loved brands, where the state-of-the-art production facility in Kurunegala manufactures over 90 percent of products sold in Sri Lanka, including Nestomalt, Milo, Milkmaid, Nespray, and Maggi. Nestlé is proud to be one of the leading Food and Beverage companies in Sri Lanka today, providing direct employment to almost 1,200 people and positively impacting the livelihoods of over 23,000.

For the BBA Degree Program, we had learned theories. But it is important to know how these theories work in practice and apply them in the real work context. Simply, I was able to gather knowledge and experience with regard to identifying customer needs, achieve monthly sales targets, update sales-related documents, a guide for merchandising, attend for DOR (Daily Operation Review) meetings, etc. In addition to that, I was able to develop soft skills such as stress handling, communication, and presentation, relationship building and maintaining, etc.

However, during the internship period, the biggest challenge I had to face was the Covid-19 pandemic situation. As a salesperson, there was a big risk in visiting outlets and also achieving monthly sales targets. In addition to that, the company provided not only with an internship but also a position similar to a permanent position after a one-month training programme. So, it was a big challenge as the first industry experience.

Skills such as multitasking, communicating, learning to deal with diversity, and dealing with deadlines are different when you are working for someone within the industry. So, I consider that a great opportunity related to skill development and personality development opportunity. Also, it was a great opportunity for me to share my theoretical knowledge in a practical working environment. Also, it helped me to improve my knowledge through practical working experience, improved ability in leadership, teamwork, building relationships with others, etc. I gathered much knowledge in the classroom, but a hands-on approach has been invaluable. I am truly grateful for this opportunity.

Navoda W.A.P. Wijeyeratne & Company



Name: Navoda W.A.P.
Degree Programme: BBA (Hons.)
in Accounting and Finance
Department: Business Finance
Internship Provider: Wijeyeratne
& Company
Project Title: Usage of
Generalized Audit Software

Project Abstract

The aim of this project was to investigate the factors that affect on usage of generalized audit software by external auditors. This study was conducted via an online survey based on a sample size of 125 responses from public audit practices. This study used a quantitative approach. Data analysis was done using descriptive statistics and SPSS. In conclusion, client factors, personal factors, and organizational factors have significant relationships with the usage of generalized audit software by external auditors. The study recommends getting support from authorised bodies to use generalized audit software.

Internship Experience

Wijeyeratne & Company is one of the oldest firms of Chartered Accountants in Sri Lanka which was registered in 1949. The primary functions of the firm can be identified in two sectors such as providing audit and taxation services to clients. When focusing on the existing clientele of Wijeyeratne & Company Group, it includes a publicly quoted company and over 500 other companies, non-profit organizations, and partnerships.

While working as an audit trainee I have to adhere to some duties and responsibilities. My main duty was to perform interim and statutory audit engagements of Small and Medium-Sized Entities. As an audit trainee who is working under the auditing department, I gained experience in the following ways. The client's financial statements were investigated whether the client

has adopted Sri Lanka Auditing Standards, Sri Lanka Accounting Standards on the client's financial statements. Then, I had a chance to be a part of the audit team for planning and controlling statutory, drafting financial statements, substantive testing, and stock verifications.

Continuous communication with management helps in understanding the matters relating to audit and financial matters. At the same time, an audit trainee has to communicate with senior auditors, assistant managers, managers as well as partners. Meanwhile, as an audit trainee, I need to work with all group members to finish the audit work on time. Hence, besides working as an individual, I should professionally work in a team to complete the given tasks. Furthermore, when working as a team, team members supported me to handle audit engagement with confidence. In addition to that, I should listen to client's requests and negotiate with them. When performing audits, I dealt with clients to resolve their audit issues by effectively negotiating with them. Being an audit trainee means that I had to work with deadlines as well as work under pressure in many situations. High workload, testing, sampling, gathering audit evidence, recalculations, re-performing as well as the pressure from senior auditors, assistant managers, managers, and clients make audit trainees work under pressure.

During this Covid -19 situation, it was difficult to maintain a manually written internship diary due to work-from-home policies. If there was an online system to maintain the internship diary by recording daily activities, it would have been a great advantage for interns.

Niroshan W.S.
D P Logistics (Pvt) Ltd



Name: Niroshan W.S.
Degree Programme: BBA (Hons.)
in Marketing Management
Department: Marketing
Management
Internship Provider: D P
Logistics (Pvt) Ltd
Project Title: Social Media in B2B
Marketing

Project Abstract

The aim of this project was to explore how social media (SM) can be used in B2B marketing activities in D P Logistics (Pvt) Ltd. This qualitative study explored the benefits of using SM in B2B marketing activities. Also, this study identified the SM strategies and SM platforms that can be used in B2B marketing activities. Six respondents were chosen based on the judgemental sampling method and collected data were analysed by coding, categorization, and theme building process. The study concluded that the benefits of SM in B2B marketing as low cost, high reachability, and less time consumption. It further recommends the strategies such as SM integration and training & development to increase the efficiency of overall business processes.

Internship Experience

DP Logistics (Pvt) Ltd is a fully owned subsidiary of David Pieris Holdings (Pvt) Ltd. DP Logistics (Pvt) Ltd Provides a full range of logistics and supply chain management solutions in Sri Lanka and overseas including Transportation, Inland Distribution, Warehouse Management, Freight Forwarding, Vehicle Hiring, and Custom Clearing. The Company upholds the legacy of the Group and continues to imbue the Group's fundamental tenets of quality, innovation, reliability, flexibility, and responsibility. I started my Internship on 15th December 2020 at DP Logistics (Pvt) Ltd as a Management Trainee in the Business Development division under the supervision of Mr. Damith Jayewardene (Manager –Business Development).

Since I am a beginner in the first week, I had my orientation program which covered the basic introduction to the company, product verticals, business policies, standing orders, and rules & regulations. After that, I participated in the training sessions and client visits with respective managers. The areas covered during my training period included., Awareness of key account management processes and sales administration, Sales pitch training, Operational awareness, ERP training, and awareness of finance and costing policies. After three weeks of training, I moved to the central region in order to work on our new regional expansion. There, my major duties and responsibilities included developing and strengthening the customer portfolio and maintaining positive relationships, carrying out market studies to identify potential business opportunities, conduct client visits, drive sales and marketing promotional campaigns, prepare and analyse sales reports, achieve assigned sales targets and collections and debtor management.

Throughout this period, it was a challenge for me to understand the business model of the logistics industry. For instance, when it comes to the business deal as a Business Development trainee, before giving a solution I must have a thorough operational knowledge of the client's logistic requirement and their supply chain process. Therefore, within the first couple of months, I faced difficulties in identifying customer pain points. But when time passed with the support of colleagues I managed to fill knowledge gaps and develop myself. Since the day I began as an amateur, I have learned and gathered knowledge on different aspects of Business Development, for instance, leadership skills, communication skills, problem-solving skills, networking, and presentation skills. Moreover, knowledge of supply chain management, project management, and customer relationship management.

Nisansala M.R.

Edinburgh Products (Pvt) Ltd



Name: Nisansala M.R.
Degree Programme: BBA (Hons.)
in Organizational Management
Department: Management Studies
Internship Provider: Edinburgh
Products (Pvt) Ltd
Project Title: Recruitment
Practices and Retention

Project Abstract

The aim of this project was to investigate the impact of recruitment practices of Edinburgh Products (Pvt) Ltd on the retention of the newly recruited employees and suggest strategies on how to minimize new employee turnover within the context. Quantitative methodology was used while choosing simple random sampling to draw the sample. The study found that there is a significant impact of recruitment practices, strategies, and policies on retention. Further, it recommends improving the suitability of the recruitment process and to improve the quality of induction training to optimize retention.

Internship Experience

Edinburgh Products (Pvt) Ltd is one of the leading and fastest-growing Sri Lankan food manufacturing companies whose history dates back to 1973. It was initiated by Mr. C.M.M.R. Pasha established a comprehensive distribution network across Sri Lanka and abroad with a range of over 150+ products. In 1991, the manufacturing operations were moved to Halbarawa, Padukka and now over 300 employees are working at the manufacturing plant at Halbarawa.

In Edinburgh Products (Pvt) Ltd, Halbarawa, I worked as an intern at the Department of Human Resource. My supervisor planned my internship period in a way that would cover all the procedures of the HR division.

I participated in preliminary interviews with the supervisor, prepared personal files, conducted induction presentations, filled out ABH forms and did all the document-related activities of the newly recruited employees. Further, it was my duty to coordinate with the factory nurse to ensure the personal hygiene of the employees by conducting daily visits to production plants. Further, I engaged in supervising the security and coordinating with the security firm. In the second month, the job role was changed from recruitment to performance evaluation and I coordinated the probation evaluations, quarterly performance evaluations, and handling NCRs for non-conformities along with the above-mentioned duties.

Further, my job role changed from performance evaluation to procedures for attendance, performance evaluation, staff loans, and salary in the next few weeks. There I entered the details of newly recruited employees to the HRMS, obtained and analyzed attendance reports through TAS, entered the leaves through HRMS. Then arranging daily transportation was also added to my job role.

From the first day onwards my supervisor allocated two hours per day for learning. I studied “Handbook for Industrial Relations” and BRC requirements, food manufacturing processes, food safety culture, and Tamil language skills in detail which added immense value to my career.

Through the internship, I learnt to tolerate people with different attitudes and behavioral patterns using different tactics. This was very challenging for me at first. However, I consider this to be the most important aspect that I learnt during my internship. After the internship period of 04 months, I was promoted to a Management Assistant who is in charge of performance evaluations and training of Edinborough Products (Pvt) Ltd.

Panduwawala P.K.I.S. Silueta (Pvt) Ltd



Name: Panduwawala P.K.I.S.
Degree Programme: BBA (Hons.)
in Operations Management
Department: Operations
Management
Internship Provider: Silueta (Pvt)
Ltd
Project Title: Deviation
Management of SOP in Sourcing
and Supply Chain

Project Abstract

The aim of this project was to identify the reasons for the deviations in the actual process and the Standard Operating Procedures (SOP) in the sourcing and supply chain team. In addition, the study identified the procedures to reduce such deviations. The study was conducted under the qualitative method and the data was collected using semi-structured interviews. The study identified unavailability of a proper mechanism for raw material security checking, improper unloading plans, unavailability of a standardized procedure for advance payment, errors in material codes, and delaying in customer liable purchase order releasing process are the reasons for deviations.

Internship Experience

I got an internship at Silueta (Pvt) Ltd, a subsidiary of MAS Holdings which is the largest apparel and textile manufacturer in South Asia. Here, I was assigned as an In-Plant trainee in the Sourcing and Supply Chain team under the Department of Operations.

As an In-Plant trainee, I got the opportunity to participate in the induction program and it was beneficial for me in familiarizing myself with the organizational culture, history, and background of the company. During the internship period, I was assigned to handle the “2XU sportswear account” which is considered a critical customer account under the CCP operational

platform. To enable the smooth flow of production I was expected to procure raw materials by analysing the ordering requirements and generating orders for the exact needs.

Furthermore, during the internship period, I was privileged to practice an ERP system called the SAP system. Another good experience is I got the opportunity to learn about the patented technologies and special types of fabrics. During the internship period, I got the opportunity to contribute to a special project which was undertaken to identify and eliminate the abnormalities which were deviations from the standard processes and the actual processes.

In performing the job role as a trainee in the sourcing team, I had to encounter several challenges such as delay in supplier confirmations, vessel delays, and unloading issues. In such situations, I was able to overcome those challenges with support and guidance from the team. Moreover, due to the Covid-19 pandemic situation, I had to practice work from home. Therefore, we had the induction program and the team meetings and training sessions via online platforms alternatively.

Moreover, by having the internship opportunity from a well-recognized company in the apparel sector, I could develop my communication and negotiation skills by building interpersonal relationships within and outside the organization. Through the internship, I also got the chance to work under pressure, meet deadlines, work remotely, and practice a work-life balance.

Thus, this internship opportunity was a great experience that enabled me to acquire knowledge and skills which are important for my life. Henceforth, I would like to express my sense of gratitude to all who supported me to complete my internship successfully.

Panduawala P.K.U.S. Silueta (Pvt) Ltd



Name: Panduawala P.K.U.S.
Degree Programme: BBA (Hons.)
in Operations Management
Department: Operations
Management
Internship Provider: Silueta (Pvt)
Ltd
Project Title: Inventory
Management and Firm Profitability

Project Abstract

The aim of this project was to examine the relationship between inventory management and firm profitability of Silueta (Pvt) Ltd. The dimensions used in determining inventory management were inventory record accuracy, inventory investment, and inventory turnover. The study was conducted under the quantitative approach. The samples were included with 36 respondents. Linear regression was used in analysing the data. The study revealed that there is a significant relationship between inventory management and firm profitability. The use of improved technologies such as Radio Frequency Identification (RFID), Light Fidelity (LiFi) technology, and robotic technology were recommended to practice in inventory management.

Internship Experience

Silueta (Pvt) Ltd is a subsidiary of MAS Holdings which is the largest apparel and textile manufacturer in South Asia. Silueta commenced its operations in 2004 as a backward integration supplier to the intimate sector and by now it has four manufacturing hubs in Biyagama, Weliveriya, Marawila, and Indonesia. The operations of Silueta consist of three platforms as Moulded Bra Cups (MBC), Close Comfort Project (CCP), and Impact Protection (IP).

I was assigned to the Department of Sourcing and Supply Chain which is a supporting department under the Department of Operations as an In-Plant Trainee. Being an intern, I was given the responsibility of managing three

customer accounts; Calvin Klein – PF (CCP plant) and Pour Moi (both CCP and MBC plants). Managing the supply of raw material for continuous production of those accounts was ensured by analysing the ordering requirements and executing the exact need, critical path following up, completing the payments, and overcoming supply chain challenges. Furthermore, exposure to an ERP system – SAP was a great opportunity from which I benefited. A special project of eliminating the abnormalities of the operational process was also undertaken during my internship period using Swim lane process mapping.

I was confronted with sourcing and supply chain challenges such as delayed suppliers' confirmation, unloading issues, price increases by the suppliers, and vessel delays. With the guidance and support of the line manager, team members, and cross-functional teams such as logistics, warehouse, finance, and planning, I could overcome such challenges. Furthermore, at the beginning of the internship period, I felt uncomfortable with managing my workload. With the guidance of team members and with my own experience, I was able to manage the workload.

This Internship Program can be considered as the best opportunity for me to have the industry exposure which enabled me to enhance my skills such as teamwork, communication, negotiation, ability to work under pressure, and meeting deadlines. Finally, I would like to express my deepest appreciation to all those who provided me the possibility to complete my internship period successfully.

Perera H. S. S.

People's Leasing and Finance PLC



Name: Perera H. S. S.
Degree Programme: BBA (Hons.)
in Human Resource Management
Department: Human Resource
Management
Internship Provider: People's
Leasing and Finance PLC
Project Title: COVID reformed the
traditional workplace

Project Abstract

COVID-19 has created a bundle of complications and dilemmas in organizations compared to many other crises organizations have witnessed so far. Thus, the present study aimed to explore how to do recovery officers experience work from home during the COVID 19 pandemic. In addressing this prime objective, qualitative research methodology and in-depth semi-structured interviews were conducted with 12 recovery officers, and the data were analysed using thematic analysis. It was apparent that employees were experienced work from home as a novel concept and have experienced both the dark and bright side of it. It was further discovered that the employees with negative experiences were mainly attempting to carry out unique strategies to cope with them.

Internship Experience

People's Leasing and Finance PLC was established in 1995 but registered as a licensed finance company in 2012 under the Finance Business Act No 42 of 2011. It is a subsidiary of People's Bank. They expanded their presence to 103 branches and 101 service centers and continue to provide a heightened customer experience via their physical touchpoint throughout the island. Under People's Leasing, they have 5 subsidiaries operated in Sri Lanka and one is operated in Bangladesh.

While performing different duties and responsibilities, I was able to have an in-depth understanding of the root cause of the problems encountered by

different employees rather than focusing on emotions. It needs to be done smoothly without hurting the emotions or feelings of the employees. This leads to the most reasonable solution for grievances. My manager, supervisors, co-workers helped me whenever I had difficulty making decisions and they guided me on reducing bias in my decisions while monitoring my progress.

As a new experience, I was able to learn and identify how to apply my theoretical knowledge to day-to-day work like taking disciplinary action, handling the leave and attendance of probationary employees. The duties and responsibilities put me on a higher level of emotional turmoil which initially adds a toll on me, but my team members helped me deal with it.

On the other hand, I had to improve my language skills in different languages to have a better understanding of the concerns of employees, especially whenever I had to deal with Muslim employees, because of their unclear pronunciation of both Sinhala and English, I had to listen to them carefully. Under the self-evaluation first I identified my strengths such as empathy, quick learning ability, and ability to adapt to different environments. Because in the work environment I need both sympathy and empathy. Quick learning ability helped me gain confidence to perform my tasks and duties.

As a challenge, I had to deal with emotional distress due to the concerns and problems that I encountered while performing my duties. Because it may gradually affect the decisions. The advice of team members helped me reduce the burdened feeling to some extent. During the internship period, I had the opportunity to participate in mediation cases between employees and the organization as a team member of the representative group of the company. It provides a good experience on how practically the legal process has occurred in mediation.

Rishada M.R.F.
Haputale Divisional Secretariate



Name: Rishada M.R.F.
Degree Programme: BBA (Hons.)
in Human Resource Management
Department: Human Resource
Management
Internship Provider: Haputale
Divisional Secretariate
Project Title: Employee Training
and Development

Project Abstract

The aim of this project was to explore the effectiveness of the existing training and development function. This study used a qualitative case study research design centered on a purposive sample of 10 management service officers. The collected data from in-depth interviews were analysed through thematic analysis. The findings of the study revealed the ineffectiveness of the existing training and development function. The majority of the participants perceived training and development as very important but were not satisfied with the existing function and process. So the identified perceived reasons have been discussed and several recommendations suggested including conducting a timely needs assessment.

Internship Experience

In order to fulfill the requirement of Industrial training for the BBA degree program, I was employed as an HR intern in the Haputale Divisional Secretariat. The Divisional Secretariat is an administrative unit that provides public services to the welfare of the people. The history of the Haputale Divisional Secretariat goes back to 1978 where it commenced its activities with four staff members and gradually increased to its present carder and scope of land to meet the needs of people.

When I first joined as an intern, I was introduced to the overall organizational activities for two weeks and then assigned to the EHRM division that administers and manages the entire institution and human resources. I was

given training in the method of Job Rotation and therefore was not limited to a particular area or job role. During my internship, I was assigned under different officers and performed the duties of many HR-related functions such as Compensation, Promotion, Transfer, Performance Appraisal, Training and Development, and Disciplinary control. I was fortunate to assist in almost all basic HR activities, maintain the different HR systems and databases, and prepared various reports and documents.

Through this internship experience, I was able to enrich and improve my competencies and various soft and hard skills including interpersonal, analytical, documentation, and time management by working with various co-workers in different work settings. The internship also allowed me to enhance my skills regarding the use of various software and information systems in the field of HRM. I was given the freedom to personally experience how each activity is done and learn from my mistakes which is an aspect that I loved about my internship. As a final year student who has experienced the internship program, I think it is a great opportunity for us to gain practical exposure on how to adapt to the organization and perform job tasks by exploring how the learned theories can be applied. The experience I gained through this internship is invaluable even personally as it helped to build my self-confidence, develop my attitude and groom my personality enhancing self-development. Overall my internship experience is a great learning curve in my life and a good starting point for my future endeavors.

So I believe that the internship program is a very valuable opportunity for undergraduates to update their competencies to start their career and build networks and especially if you choose the right place, it can groom your professional personality and be an eye-opener to find your passion to make the right future career decisions!

Samarasekera S.A.N.H. Avery Dennison Lanka (Pvt) Ltd



Name: Samarasekera S.A.N.H.
Degree Programme: BBA (Hons.)
in Operations Management
Department: Operations
Management
Internship Provider: Avery
Dennison Lanka (Pvt) Ltd
Project Title: Lean Practices and
Automated Inspection Machine

Project Abstract

The aim of this project was to improve the quality and productivity of the Printed Fabric Labels (PFL) department and also to reinstate lean practices in the company's operations. The project adopted a mixed method where both qualitative and quantitative data were used. Action research was used as the research strategy. The research found that the rejection rates and rework rates of the company had considerably increased in the past two years and more than 50% of its responsibility is under the PFL department. Finally, it was recommended to introduce automated inspection systems for quality assurance and implement lean practices for productivity improvements.

Internship Experience

Avery Dennison is a multinational organization and it's a global materials science company specializing in the design and manufacture of a wide variety of labeling and functional materials. The Sri Lankan plant focuses on retail branding and information solutions providing label materials of various technologies to leading apparel companies in the country.

I was allocated to the Operations & Quality Assurance Department where I was involved in both quality and process development projects during my six months tenure. My main project was to improve the production and quality processes of the Printed Fabric Labels Department which had around 50% of the customer complaints and a considerable amount of rework rates

simultaneously. Motion studies, time studies, 3-way analysis, and root-cause analysis were used to understand the current problems and to provide possible solutions to mitigate these issues. From that recommendations were given, to implement automated systems to quality assurance and to reinstate lean as a key practice not only for the PFL department but also for the overall organization.

The biggest privilege I got working at a multinational organization was the international exposure. I managed to get acquainted with the standard operational procedures, health and safety practices, international quality standards, and audits which are aligning with world-class requirements. Even when working on the projects we managed to coordinate with international members of the Avery Dennison global chain and get more sophisticated knowledge and ideas for the developments.

The challenge I faced was aligning the employees to a change process in their current operational work especially when implementing lean practices. The prevailing covid pandemic also hindered the automated inspection machine implementation project since the suppliers couldn't visit from China to assemble the machines.

The first-hand experience was gained when implementing project recommendations such as practical application of lean tools, productivity measurement tools, and coordination of work in multiple levels. Single Minute Exchange of Dye (SMED) methods, Oeko-Tex/SMETA/Decathlon audits, laboratory testing for labeling and calibrations were some of the new things that I managed to learn during my tenure. At the end of the internship period, I was fully aligned to work in a fast-paced environment and gain international exposure which I believe would benefit me in the future for potential career growth.

Sandaruwan M.H.
JayKay Marketing Services (Pvt) Ltd



Name: Sandaruwan M.H.
Degree Programme: BBA (Hons.)
in Operations Management
Department: Operations
Management
Internship Provider: JayKay
Marketing Services (Pvt) Ltd
Project Title: Wastage
Management

Project Abstract

The aim of this project was to identify the factors impact on effectively handling of wastages of fruits and vegetable department; with special reference to keells Godagama outlet. This study used quantitative research approach and 32 sample size was randomly selected. Storage conditions, communication of information and stock clearance, and discount handling positively impact on effectively handling of wastages of the fruits and vegetable department. This study recommends increasing the capacity of storage, enhancement of storage conditions, applying fast quality checking, discount controlling methods, and adoption of new technologies to communicate.

Internship Experience

As a subsidiary of the John Keells Group, Keells supermarkets operate with the core purpose of improving the quality of life for the nation and focus on providing for life's regular needs with a world-class retail experience. Keells is one of Sri Lanka's largest supermarket chains with 116 stores located across the island. The Godagama Outlet of Keells achieved a double-digit growth rate since this year and they could win the bronze award as the top emerging Keells outlet in Western Province. My experience as a management trainee in Keells was full of excitement and it was full of challenges since I had very limited knowledge regarding operations of the retail sector. I worked in cross-functional departments which have helped me identify my hidden talents. I have been lucky to have worked on daily routines in exciting areas such as

recruitment, vegetables and fruits, back store, and fresh food and production bakery.

Further, I have gained exposure in the effective scale operations, cost management of outlet operations, administration audit, stock return process and non-return policy, outlet hygiene practices, cash handling, and discount processes mainly. When we were young graduates, we thought we had all the skills and the knowledge needed to succeed in the corporate world. But with the Keells, I am encouraged to make independent decisions and with the correct attitude and a bit of a curious mind. I think the hardest challenge was ensuring the smooth flow of back store operations, as it is the heart of the outlet. As well as I had to work with protective shields, face masks, and hand gloves according to the organizational rules and regulations. However, those challenges converted my internship journey from good to better by adding unforgettable experiences.

This management trainee program provided an opportunity to identify not only my strengths but also my weaknesses. Every day of the Keells management trainee program brought new challenges which broaden my horizon. My internship experience developed me in terms of balancing personal and career life with flexibility and adaptability. I am obliged to say, now I'm an executive at Keells. I owe everyone who encouraged me from behind.

Sanjaya Lanka L.H.S. People's Bank



Name: Sanjaya Lanka L.H.S.
Degree Programme: BBA
(Hons) in Accounting & Finance
Department: Business Finance
Internship Provider: People's
Bank
Project Title: Non-Performing
Loans

Project Abstract

The aim of this research was to identify the factors that affect the Non-Performing Loans (NPL) of People's Bank Regional Head Office Colombo-south. The research used a quantitative approach and data has been collected mainly through questionnaires from the region's 40 employees and secondary data were also used. The result of the study showed that poor credit assessment and credit risk management highly affect NPL and credit size is the lowest affected organizational factor to the NPL. According to the findings, the income level of the customer is a highly affected factor to the NPL. In addition, a sudden problem faced by the customer, and wilful defaulting affect NPL respectively.

Internship Experience

The internship in People's Bank is provided for 6 months and I was appointed to the 'Credit Department' in People's Bank Regional Head Office Colombo-south. There are 18 branches controlled by the regional head office Colombo-south. Regional head office Credit Unit plays a major role among other departments.

Other than that, I was assigned to prepare the project appraisal reports, inspection reports, limits reports, evaluation reports, credit reports, update the head office mail book and branch mail books, prepare the interest rate reduction reports, and purpose inspection other reports which are related to the credit department.

Every employee who is working in the RHO is very friendly and most of the time they give advice and support to succeed in my work. I'm dealing with all departments of the region such as Human Resource, Supply Chain Operations, Business Operations, and Recovery Department, Compliance Department, in order to conduct my work. Moreover, since People's Bank is embracing new technologies and new trends to increase its efficiency and effectiveness, I was able to get to know about many new things while working as an intern.

I had a great opportunity to deal with the customers. I went to inspect the customers who requested the loan facility from the Bank. During the internship period, I prepared project appraisal reports as well as market analysis reports and competitive analysis reports. People's Bank provided on-the-job training, where I learned everything while doing the internship.

During my internship period, I improved my soft skills as well as hard skills. During university, immersive internships in our field of study are essential to successful outcomes after graduation. Classroom environments may involve us with discussion, debate, peer interaction, and shared learning experiences, but it's important to seek opportunities for us to apply and develop the academic concepts we're learning in a professional setting as well. Nowadays, the corporate world has huge competition related to job opportunities. When entering the corporate world, university students should have a better understanding of the industry and job opportunities that suit them. Therefore I am so glad we could complete this internship as a part of our degree.

Shanmugarajah T. Omega Line Ltd-Vavuniya Apparels



Name: Shanmugarajah T.
Degree Programme: BBA (Hons.)
in Human Resource Management
Department: Human Resource
Management
Internship Provider: Omega Line
Ltd-Vavuniya Apparels
Project Title: Employee Health
and Safety

Project Abstract

The aim of this research was to explore the reasons behind the non-adherence to Health and Safety (HS) workplace instructions. This study was conducted by using a qualitative approach where only 10 employees were selected through the convenience sampling technique. Instructors-related issues, language-related issues, job-related issues, organization-related issues, and receivers-related issues are the major categories of findings according to the data collected through interviews. Each category has its own collection of factors which contribute to non-adherence to HS workplace instructions. This study recommends providing ongoing HS training, use appropriate communication methods, and appreciate employees once the given instructions have been followed correctly.

Internship Experience

As an undergraduate who was seeking to get practical knowledge, I luckily got a chance to work at Omega Line Ltd- Vavuniya Apparels which is a well-established apparel factory, operating at Rasenthirankulam, Vavuniya with around 2600 employees. It exports its products like women's lingerie, nightdresses, and t-shirts to the related company in Italy. I was hired as an In-Plant Trainee under the Department of HR and Administration where I have performed several tasks in each HR function namely; conducting interviews for machine operators, preparing appointment letters, conducting induction,

assisting in payroll related matters, and analysing training needs of newly hired employees, etc. which assisted me to get an idea about operational aspects. Moreover, I have developed knowledge in HRIS and additionally, I have prepared several reports through which I have improved my understanding of the nature of operations in the apparel industry. Apart from them, I got a chance to organize several events; the Breast Cancer Awareness programme and COVID Awareness programme which helped me to build networking behaviour within and outside of the factory.

The experience obtained by exposure to the work environment and interaction with professionals helped me to improve several skills and abilities which are crucial for a fresh graduate to deal with the corporate world. It was a great experience for me to develop my interpersonal and communication skills, analytical skills, and documentation. Even though I struggled with time management and IT knowledge, this internship opportunity taught me how to face and overcome several challenges with a positive mindset. I think this internship program is a very good opportunity for undergraduates to prepare themselves for the corporate world.

Silva D.D.
Central Finance Company PLC



Name: Silva D.D.
Degree Programme: BBA (Hons.)
in Accounting and Finance
Department: Business Finance
Internship Provider: Central
Finance Company PLC
Project Title: Credit Risk
Management and Financial
Performance

Project Abstract

This research focused on investigating the impact of credit risk management on financial performance. Data were collected using quarterly financial statements from the period of 2013 to 2020. Multiple regression and panel data analyses were used. The results revealed that Leverage Ratio (LR) has a significant negative impact while Total Assets (TA) and Capital Adequacy Ratio (CAR) have significant positive impacts on the financial performance of the company. The practical implication of the findings suggests that the company may establish a suitable credit risk environment and effective utilization of debt to enhance financial performance.

Internship Experience

Central Finance Company PLC (CF) is a well-reputed finance company in Sri Lanka in which it possesses an extensive branch network of ninety-four branches, thirteen subsidiaries, and three associate companies.

I was recruited by the company as an Account Assistant to the Accounts Department. The opportunity assisted me to obtain greater exposure to the application of theoretical knowledge in the work environment. Accordingly, I was assigned to prepare a Cash Flow Statement for the company, the Main Product Profitability report, Cash in Hand Reconciliation, Bank

Reconciliation, Welfare Shop Report, Dividend Reconciliation and to pass General Entries through the Oracle system.

CF provided on-the-job training, which facilitated me to learn while implementing job tasks. Fortunately, during the internship period, I got an opportunity to accept more responsibilities such as preparing cash flow statements, cost of fund reports, etc. Although it was a bit challenging for a newcomer, I managed to fulfill the responsibilities with greater accountability.

CF possesses a unique culture of team working which assisted me to develop interpersonal skills, negotiation skills, communication skills, and problem-solving skills. The work experience also provided me with a greater opportunity to expose myself to the technical environment and helped me to enhance my technical skills in IT Applications such as MS Excel. Even if we have deadlines for assignments in our University, the amount of pressure that falls into our shoulders in the workplace is different. Therefore, I got used to working late and completing my work, and providing all the reports on time which helped me to manage everything.

The whole Finance team including my supervisor helped me to improve my skills, get used to the corporate culture, and to enhance my career goals. They always want the employees of Central Finance to continuously improve by going beyond to gather more professional qualifications, to step towards the future world to be successful in our lives.

Wickramaarachchi W.M.M.N. Alpha Apparel Ltd



Name: Wickramaarachchi
W.M.M.N
Degree Programme: BBA (Hons.)
in Organizational Management
Department: Management Studies
Internship Provider: Alpha
Apparel Ltd
Project Title: Factors Affecting on
Delivery Delay

Project Abstract

The aim of this project was to identify the reasons for delaying order quantity in Alpha Apparels Ltd. Quantitative research was used with a sample size of 101. SPSS and Excel were used to analyze the data. Findings showed that downtime of the machine breakdown, operators' absenteeism percentage of the module, operators' turnover of the module, downtime of the operation alteration are positively associated with delay quantity whereas; efficiency of the module, production type, quantity of batch fail, downtime of the no-input are negatively associated with delay quantity. The research recommends proper planning and management processes to improve delivery management and reduce delay.

Internship Experience

Alpha Apparels Limited is a direct foreign subsidiary company. Its Mother Company called "CALZEDONIA SPA" is in Italy. Alpha Apparels mainly produces and exports lingerie, hosiery, and beachwear for women, men, and children mainly to the European market. Currently, it employs 4000 workers, most are women. The success of Alpha Apparels is the result of several factors: the huge range of products, the special attention paid to fashion in Europe, and the unbeatable quality-price ratio.

I got In-plant training covering all departments including production planning, warehouse, inspection, quality audit, cutting, IT, work-study, Human resource, and Finance Departments. Mainly I faced many challenges such as

quick decision making, problem-solving, building plans, applying kaizen, 5S and lean manufacturing, employee handling, etc. fulfilling all requirements against covid 19 is a huge challenge faced by me.

I got the applicable knowledge for further use. Working with excel and other office packages is important to widen my IT literacy. The knowledge gained in employee compensation, HR policies, industrial laws, and regulations is useful for future careers. As a whole, this internship was a great foundation for me to climb up the career ladder. Throughout the internship, I understood how to apply theoretical knowledge of management to practical situations. Moreover, the decision-making skills and time management skills gained through the internship are important to work anywhere; any designation. I established myself practicing how to cope with the work stress and to complete the objectives successfully within the deadlines. Even as an intern, I could make an influential contribution to the successful accomplishment of departmental objectives.

As an undergraduate following a BBA degree, I would like to recommend that it is very useful if students can join for internships not only in the final year but also in other academic years too. Without any hesitation, I got a valuable, priceless opportunity for my career through an overall internship at Alpha Apparels Limited, Polgahawela.

Wijesingha D.R.D. People's Bank



Name: Wijesingha D.R.D.
Degree Programme: BBA (Hons.)
in Organizational Management
Department: Management Studies
Internship Provider: People's
Bank
Project Title: 5S Standards and
Service Efficiency

Project Abstract

This study was carried out to determine the impact of branch level 5S standards on service efficiency. The sample of this study consisted of 70 respondents. Research objectives were to identify the importance and support of branch level 5S standards to improve service efficiency. Responses for the study collected through a questionnaire using the quantitative method. Descriptive statistics and regression analysis were used. These findings revealed that branch level 5S standards lead to improve service efficiency. This study recommends changing existing 5s standards to fit with the staff members' working patterns.

Internship Experience

Peoples Bank is one of the important financial institutes in Sri Lanka and also it plays a vital role in the Sri Lankan financial field. Peoples Bank Ambalantota branch is the place that facilitates the internship training program. Attached to the loan section of Ambalantota branch internship program was started and the primary responsibility was preparing loan documents. Experiences are gained attached to the recovery, savings, and clearings sections apart from the loan section. A new obligation sheet format was introduced. A service blueprint was designed to identify the loan process from start to end. By using this service blueprint a process map was designed. Dealing with different types of customers, identifying problems, and providing suitable solutions generate good experience, and knowledge and

also knowledge was gained about online banking, foreign currencies, branch profitability, and provisions. Experiences were collected about how to operate different types of printers, fax machines, and connect devices via local area networks (LAN), scan documents, and operate ATMs. Good internal and external personal networks were built during the training period incorporating even the managers and senior executive officers of well-reputed companies in Sri Lanka. The supervisor is the Business Promotion Officer but primary duties and responsibilities were attached to the loan section. In that case, I have to report two officers.

When collecting data for the research study from staff members they retreated to give information, it was a considerable challenge for the researcher. As a major challenge, there is a lack of availability of previous research relating to this study, especially in the Sri Lankan context. Covid-19 pandemic is the major limitation that had a negative impact on conducting the study.

As an internship trainee, I suppose I have completed my internship training successfully because this training program helped me to enhance my knowledge, skills, attitudes, and experience. Further, I would like to suggest if two supervisors who are faculty supervisor and industrial supervisor are connected with each other and prepare a suitable schedule for internship trainee to undergo and the final evaluation about the trainee are prepared by both supervisors together, it will help the trainee to expand his or her knowledge, skills, attitudes and experience.

Jayarathna K.R.G.R.L.
Horana Plantations PLC



Name: Jayarathna K.R.G.R.L.
Degree Programme: B.Com (Hons)
Department: Management Studies
Internship Provider: Horana
Plantations PLC

Internship Experience

Horana Plantations PLC is a premier plantation company in Sri Lanka. Its managing agent is Hayleys PLC. I worked at the company head office as an HR & Admin intern under the supervision of the Deputy General Manager of corporate affairs. My immediate supervisor was the Assistant Manager in HR and administration.

Under my internship, my main responsibility was to support day-to-day Human Resource Management and Administrative functions in Horana Plantations PLC. I updated the company HR database regularly. I analyzed the monthly performance of officers and workers. Further, I documented executive staff leave records and prepared attendance analysis reports regarding the head office staff. I regularly updated company legal records. Under the supervision of relevant authorities, I prepared an HR audit scope and documented all the personal files of managers, assistant managers, and head office staff.

In addition, I documented recruitments and transfers of estate staff as well as the head office staff. I engaged with organizing training programmes for estate staff. Besides, I engaged with administrative activities including preparation of Daily Crop Figures, Flavored tea inventory management, documentation of tea estates registry, the project of establishing solar panels in tea estates.

During the Covid-19 pandemic situation, I performed multiple activities including the preparation of safety banners, Daily Covid-19 incident reports, Staff body temperature records. However, during my internship period, my major challenge was dealing with the Covid-19 pandemic situation. The head office had been closed for certain days due to the sanitization process. Besides, I had to stay at home because of the lockdown process in the country. But, even at that time, I was assigned to do certain work by the company management.

I had a great opportunity to work under the supervision of professionally qualified senior managers in the HR and Administration departments. Those internship experiences helped me to develop my communication skills, Time management skills, Critical Thinking, Research & Analysis, and Technical Proficiency. Moreover, the friendly, stress-less work environment of the company has allowed me to introduce new initiatives and engage with a few projects including the 360-degree feedback method, business risk identification project, succession planning, and developing new strategic goals. By completing those activities, I have developed Marketing skills, presentation skills, teamwork, and the knowledge of HR analysis and HRIS. In addition, this internship period has opened me to more career development opportunities including the understanding of areas to follow a Diploma, M.Sc., or MBA.

Thathsarani H.A.K.
Hirdaramani Industries (Pvt) Ltd



Name: Thathsarani H.A.K.
Degree Program: B. Com (Hons.)
Department: Management Studies
Internship Provider: Hirdaramani
Industries (Pvt) Ltd

Internship Experience

The internship program under the B. Com Degree of the University of Peradeniya has provided me with the opportunity to connect academic learning to real-world experience and to experiment and pursue a career that would match my academic and personal interests.

I joined Hirdaramani Industries (Pvt) Ltd at Kahathuduwa as an HR intern in the woven cluster office to complete my internship. Hirdaramani is a pioneering global apparel manufacturer who provides integrated apparel design, production, and supply chain solutions to premium international brands. It provides employment opportunities to over 50,000 employees in factories across Sri Lanka, Bangladesh, Vietnam, and Ethiopia. With the help of this extensive infrastructure and experienced team, Hirdaramani offers a full range of products in knitted and woven, casual and intimate clothing for

men, women, and children. The Hirdaramani Group has diversified in recent years to encompass apparel, renewable energy, leisure, retail, IT, and financial services.

I was assigned to the central warehouse, Katunayake under the woven clusters and I reported directly to the General Manager of HR, Admin, and Compliance. During my internship, I was involved in various human resource activities under my supervisor. My main task was to prepare the daily absenteeism report, the summary of the cost report, the Active carder report, and the KPI Dashboard report. To prepare all these reports, I had to work with the HR managers of the sewing factories and the washing divisions under the woven cluster.

I had a chance to participate in making incentives and festival advances, identify practical procedures of leave and grievances handling under the administration section. I recruited new employees and prepared and updated their personnel files, and I experienced preparing documents relating to recruitment & selection, promotion, resignation, performance appraisal procedures in human resourcing.

I gained a lot of benefits from participating in an internship. This internship allowed me to acquire experience and to gain training in human resource management. Acquiring experience allows me to be a step ahead of others competing for the job I want. Through this internship training program, I've learned about my career interests, strengths, and weaknesses. And I was able to analyze and observe the Human Resource Management process implementation as well as to improve my interpersonal skills and interpersonal relationship, communication skills, time management, and better team-building skills.

Management Internship Diaries

2020

FACULTY OF MANAGEMENT

**University of Peradeniya
Sri Lanka**

