



# **MANAGEMENT INTERNSHIP DIARIES 2022**



**FACULTY OF MANAGEMENT**  
**University of Peradeniya**  
**Sri Lanka**



# **Management Internship Diaries**

## **2022**

**Management Undergraduate Internship & Research Symposium**

**21<sup>st</sup> October 2022**

**Faculty of Management**

**University of Peradeniya**



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## Message from the Vice Chancellor

It is with pleasure that I send greetings on the occasion of the seventh annual Management Undergraduate Internship & Research Symposium - 2022 of the Faculty of Management, University of Peradeniya.

Internships benefits internees, industry and the university.

The principal goal of university education is to effectively prepare students to achieve success in their future careers. Therefore, gaining important life skills through internships can be considered critical in career preparedness. Internship also means experiential learning. It is a professional learning opportunity that provides application of theory in the real world of work. Students get exposed to the corporate world before stepping into the real world of work. Students will also be able to understand current developments in management and business disciplines, allowing them to adapt to a dynamic environment and networking.

Employers can benefit from having young talented employees without necessarily having to hire them. Employers can also evaluate the young talent, understand fresh perspectives and expose their brands to upcoming professionals.

The university reap the advantage of becoming more attractive to students, graduate employability and recognition. The internship also allows also the Faculty, staff, and students to maintain a regular dialogue with the industry which enhances their relationships and understanding with a wide range of industry stakeholders.

I am glad about making internships a component of the Bachelor's degree programme of the Faculty of Management. I also appreciate the attempt made by the Faculty of Management to organize an internship symposium each year, which allows students to demonstrate the skills they learned during their internship programme and to take a several approach to conducting applied research in their internship organizations.

Finally, I would like to express my gratitude to the organizing team of the Management Undergraduate Internship & Research Symposium - 2022 and all other individuals who have extended their support to make this event a success.

**Prof. M.D. Lamawansa**  
**Vice Chancellor**  
**University of Peradeniya**



## Message from the Dean

It is with great pleasure that I write this message for the e-proceeding of the “Management Internship Diaries – 2022” that will be launched in parallel with the “Management Undergraduate Internship & Research Symposium 2022”, 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 Degree Programme. This year, the faculty conducts this event for the seventh consecutive year for the students who pursued the internship programme during the 2020/2021 academic year.

The internship programme of the Faculty of Management provides a platform for the students to get exposure to industry practices. More specifically, it provides the students with an opportunity to experience the practical applications of what they have learnt in the classroom. Furthermore, such an experience not only improves the undergraduates' competencies but also may open up new employment opportunities in their chosen field of study. It is also conceivable that students will be in a better position to acquire important skills through the internship program, like teamwork, problem solving, decision making, and communication skills, which unquestionably improve their employability after graduation.

The faculty invites the top interns to exhibit their competence at the "Management Undergraduate Internship & Research Symposium 2022" event, where the best intern will be chosen by an impartial panel of judges from the industry. The faculty selects these interns from the five Departments through a rigorous evaluation process that includes interim evaluation, internship memorandums and reports, confidential report of the internship supervisor, and the final presentation.

I would like to take this opportunity to pay my sincere gratitude to the Chairperson and the members of the Internship Committee for their significant contribution towards the success of the internship programme – 2020/2021 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 “Management Undergraduate Internship & Research Symposium 2022”.

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

## Message from the Internship Committee of the Faculty

We are very pleased to write this message in launching the e-proceeding of the “Management Internship Diaries – 2022” of the Faculty of Management at the University of Peradeniya. This is the last event in the annual calendar of the Internship Program of the Faculty of Management for the 2020/21 academic year.

The Internship Programme of the Faculty of Management aims to prepare its undergraduates to meet the challenges of the competitive job market. It is designed in such a way that students will have the opportunity to expose to skill and competency-based learning in their area of specialization. Further, it facilitates students to resolve business and management problems by critically analysing the concepts and theories learned in the classroom regarding the organizational context and reflecting upon one’s own learning in the corporate setting.

The e-proceeding contains the write-ups related to the internship experience of the ten best performed students in the Internship Program in each specialization area, namely Business Finance, Human Resource Management, Marketing Management, Organizational Management and Operations Management. In the final competition, two students from each specialization area will be competing for the “Best Intern – 2022” Award.

On behalf of the Internship Committee, we would like to take this opportunity to wish all the contestants best of luck in the final round and wish all the interns who participated in the internship program this year a successful future.

**Internship Committee,  
Faculty of Management**



## **Committee Members of the Faculty Internship Committee**

**Ms. K.A.D.T.D. Kuruppu**

Chairperson/Department of Management Studies

**Ms. P.T.M. Gunathilaka**

Department of Business Finance

**Ms. U.W.G.Y.E. Jayawickrama**

Department of Human Resource Management

**Ms. K.D.M.K. Weeratunge**

Department of Marketing Management

**Ms. S.P. Aryarathne**

Department of Operations Management

**Ms. A.S. Shiromy**

B.Com Internship Coordinator



## **Deshani B.G.R.D.C.**

### **Brandix Essentials**



**Name:** Deshani B.G.R.D.C

**Degree Programme:** BBA (Hons.) in  
Human Resource Management

**Department:** Human Resource  
Management

**Internship Provider:** Brandix  
Essentials Rambukkana

**Project Title:** Work-Life Balance

### **Project Abstract**

*The aim of this project was to examine the relationship between work-life balance and employee performance of non-executive staff-level employees in the organization. Here used simple random sampling technique & select 125 non-executive staff level employees as the sample of the study. A questionnaire was used to collect data and analysed using SPSS. According to this study, there is a positive relationship between leave arrangements, job sharing, and flexible work arrangements with employee performance. The highest magnitude (0.511) represents the Flexible working arrangements. As recommendations company can provide flexible hours, shift change chances, and an understanding of working hour management.*

### **Internship Experience**

I got the chance to join Brandix Essentials Limited in Rambukkana as my first internship experience and I am very happy about getting the chance to join as an HR intern. Brandix Essentials Rambukkana is considered one of the largest factories of Brandix Group in Sri Lanka and this consists of 16 departments. I joined Brandix on 11/10/2021 and on that day I could get an idea about the plant through their orientation program. That was a great opportunity to learn new things and their learning culture supported me to enhance my knowledge day by day. I could grab things step by step and that made me more confident. My internship supervisor was Mr. Sameera Gunathilake, Senior executive Works HR and he helped me and guided me on the correct path to go. Under his supervision, I could adapt to the organizational culture quickly and it was a good motivation to report to the work.

Mainly I was assigned to duties related to the Training & Development area and the Recruitment process. Maintaining staff cadre as per the budget, driving employee career & personal development within the plant, monitoring the pipeline process, engaging with the recruitment process, joining with special projects going on in the company are some of my main duties and responsibilities.

I could develop my communication skills, negotiation skills, and organizing skills, and this is a good chance to get experience in working under pressure, work prioritization, and time management. I should further improve my IT knowledge and industry knowledge. So, I think a fresher can get an excellent internship experience by joining this kind of organization that supports always going forward. I think that this expertise will be useful for me to develop my career in the future.

**Dissanayake D.M.A.P.**  
**TRISCHEL Fabric (Pvt) Ltd - MAS Holdings**



**Name:** Dissanayake. D.M.A.P.  
**Degree Programme:** BBA (Hons.) in Marketing Management  
**Department:** Marketing Management  
**Internship Provider:** TRISCHEL Fabric (Pvt) Ltd - MAS Holdings  
**Project Title:** Service Quality and Customer Satisfaction

### **Project Abstract**

*The aim of this project was to add value to the management of the B2B organizations of the Textile industry as well as Apparel industry, that are useful to more development merchandisers to implementing process and procedures aimed at achieving on time sample deliveries without rejections and quality service and get the improvement for samples and based on the quality samples to get the bulk orders in future. Data was collected from 50 Development merchandisers in the 25 FG Plants. The study used quantitative method. to identify how Service quality dimensions, affect B2B customers satisfaction. The study shows more recommendations for each dimension to improve in future and achieve customer satisfaction.*

### **Internship Experience**

I joined as a Marketing Intern in the Department of Marketing at TRISCHEL Fabric (Pvt) Ltd, MAS Holdings, Thulhiriya. TRISCHEL manufactures a range of Tricot and Raschel fabrics and is an owned subsidiary of MAS Holdings (49%) and the MAS Best Pacific China (51%). TRISCHEL is the only warp knit, synthetic stretch fabric manufacturer in Sri Lanka.

As an intern I was assigned to work and train with the Product Development Merchandising team who handle the Decathlon customer regarding solid developments and print developments of Linea Aqua customers. I also participated in customer and brand visitation and built-up good connections with the professional

people in the field. I attended progress meetings, meeting of delivery issues, sample delays, and new print development meetings. I learned about target market, marketing strategies, marketing tips and company developments, ERP system of SAP (SAP NetWeaver business warehouse (SAP BW) System, company communication system (Professional email handling) and Microsoft Excel. I received training in product development and bulk Merchandising during my internship.

The theoretical knowledge of subjects I learned during our degree program, helped me to perform my duties and responsibilities effectively. Further it was a major challenge to address a senior person by name and with Spoken English. After first two internship months the manager assigned me to handle some customer plants. I had to work under pressure and lacked experience when customers argued about delays, quality and rejected samples and other issues. During the six months of intern period, I was able to overcome those problems and did my job perfectly. I think my creative thinking, team working, target achieving, communication skills, work under pressure skills improved. Internship is a more valuable opportunity to us. It is the foundation of our career journey.

The professional journey started as a student with the aim to learn the practical aspect of life and ended as a memorable and best work experience. The preparation of my career and completion of internship is a result of immense and unlimited help and sound thought of innumerable people. So, my sincere gratitude to the Faculty of Management, University of Peradeniya and Marketing Manager and senior supervisors of the TRISCHEL for helping me to come off with flying colors.

I am happily saying today I am working in MAS Linea Aqua Pvt. Ltd as an Executive Merchandiser. I got all these opportunities because of my internship experience.

## Gunasekara D.S.N. Diesel and Motor Engineering PLC



**Name:** Gunasekara D.S.N.  
**Degree Programme:** BBA (Hons.) in  
Organizational Management  
**Department:** Management Studies  
**Internship Provider:** Diesel and  
Motor Engineering PLC  
**Project Title:** Debtor Management

### Project Abstract

*The aim of this project was to discover consequences of not having a proper debtor management, how to overcome those and root causes of inadequate debtor management with special reference to the Vehicle services sector of Diesel and Motor Engineering PLC – Moveflex Department. The research study has used qualitative and purposive sampling methodology to collect data through Semi-structured interviews with four interviewees. The findings of this paper reveal the root causes are mainly due to people aspect according to cause and effect analysis and thematic analysis. This research is recommended to formulate debt collection team and to automate invoicing system.*

### Internship Experience

I would be able to undertake my internship for a period of six months at Diesel and Motor Engineering PLC-Department of Moveflex. DIMO PLC is a Sri Lankan based conglomerate and the only authorized representative for world class automobile brands such as TATA, Mercedes-Benz and Jeep which was founded in 1939 by H.Algama, S.Peiris, P.D. Alexander and C.Algama. It was named as one of the best places to work in Sri Lanka for seven consecutive years by the Great Place to Work Institute Sri Lanka. The Department of Moveflex was started in 2018 as a way of enabling owners and drivers of commercial vehicles to better utilize of their time and vehicles that cater major corporate clients such as Siam City Cement Company and Ultratech Cement Lanka etc.

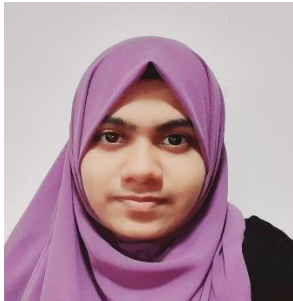
My internship with DIMO PLC was an insightful experience as I got first-hand experience on different functions of the business. During my internship, I was assigned to prepare, presentation of analytical reports and to maintain and update database of our suppliers, to register suppliers, convert potential customers that inquire through call center as regular clients and generate sales, to handle internal client accounts, prepare and make payments for the transporters of two of our main corporate clients Siam City Cement Company and Ultratech Cement Lanka. I was also fortunate enough to conduct training sessions for the new interns recruited to my department. Moreover, I was able to maintain close relationship between senior level management, grasp the importance of team culture and maintaining personal relations, practical exposure on business functions and email communication and attending meetings.

Stepping into the corporate world as an intern without having any prior experience and only with theoretical knowledge I faced several challenges in adjusting to the business world, dealing with my fellow co-workers, employees and organizational culture. However, I would be able to overcome this issue after seeking advice from my team leader, team members and from my own observation. Other challenges I faced were in dealing with our suppliers and when I was asked to do other employees' work when I was stuck with my own deadlines. Furthermore, I believe that the most important thing I gained during my internship period is self-development which helps me immensely to improve some skills such as Communication Skills, Interpersonal Skills, Negotiation Skills, Decision Making Skills, Problem solving skills and Team building. Last but not least, I would be able to gather knowledge on how businesses functions, and the importance of maintaining a professional behaviour in the workplace. I will always be grateful for the knowledge, experience, great team and friendships that I developed during my time at DIMO PLC.



## Husna A.M.F.

### The Phoenix International School



**Name:** Husna A.M.F

**Degree Programme:** BBA (Hons.) in Accounting & Finance

**Department:** Business Finance

**Internship Provider:** The Phoenix International School

**Project Title:** Credit Policy, Liquidity Management, and Profitability

#### Project Abstract

*This project aim was investigating the association between credit policy and liquidity and profitability positions while exploring the effectiveness of formulating and implementing credit policy in order to regulate the receipt of trade debt. The quantitative deductive research approach has been adopted in this study. Questionnaires were distributed to obtain data. Findings demonstrated that there is a positive relationship between credit policy and liquidity and profitability positions. Ultimately, it was strongly suggested that the organization should formulate a customized credit policy and practice it consistently in order to have a proper balance between liquidity and profitability.*

#### Internship Experience

I decided to undergo a Management Internship of six hundred hours at Phoenix International School in the Education Management Industry. It is the third Alternative Education Provider in Sri Lanka. The instructors provide individualized attention that is highly associated with DAP (Developmentally Appropriate Practices). The curriculum followed is Pearson Edexcel which complies with British Government (OFQUAL) Standards. The output through the academic procedure is to prepare the students to find an alternative way to ace terrific challenges of the present and prospective world. I have been recruited as an Accounts trainee, where I was the In-Charge to maintain the regular records of the amounts received and spent using Peachtree Quantum. In addition, I was assigned to record employee

attendance through the biometric identification system. Based on the data derived from the system, I was instructed to compute the salary of employees and to prepare the pay sheet in MS Excel by following each employee's salary structure. Once I familiarized myself with the stipend computation process, I was responsible for tackling salary-related clarifications. Apart from this, I was requested to prepare a statement, analysing the amounts expended and received.

The key challenge I confronted throughout my training is working with the senior staff. In the installation process of the fingerprint machine, senior employees started to raise their arguments, since I am a management undergraduate I was asked to convince them. This was the most difficult task I ever executed.

In my perspective, interacting with the industry is incredible and remarkable as the applicability of theoretical knowledge to practical scenarios takes place. In the preparation of the analysis statement, the knowledge I had in Financial Statement Analysis as well as in the application of Change Management practices the theoretical knowledge I had was super facilitating. On the other hand, I recognize this Internship Programme as a significant means of enhancing the skill inventory including language competency, communication skills, complex problem-solving skills and teamwork. Hence, an internship is an opportunity to better exploit our capabilities and to gain overall practical exposure which will assist in securing the highest career achievements in the corporate sector.

## Kariyawasam K. L. L.

### Azend Technologies (Pvt.) Ltd.



**Name:** Kariyawasam K. L. L.

**Degree Programme:** BBA (Hons.) in Organizational Management

**Department:** Management Studies

**Internship Provider:** Azend Technologies (Pvt.) Ltd.

**Project Title:** Utilizing Employer Branding techniques to attract and retain the best talent in the IT industry.

### Project Abstract

*The aim of this project was to find answers to the talent attraction and retention issues faced by the Sri Lankan Tech Industry by properly utilizing the Employer Branding techniques available. The study was carried out as Qualitative research followed by the Thematic Analysis model to evaluate the Employer Branding strategies of 4 leading companies in the IT sector. Due to the high competition and excess demand in the labour market of IT sector, it could be recommended to use Employer Branding strategies such as offering fair salaries, providing growth opportunities employees, maintaining the attractiveness of social media pages, organizing employee engagement activities to promote teamwork among employee, etc.*

### Internship Experience

The internship experience at Azend Technologies gave me the opportunity to contribute to the success of the organization in numerous ways. The close guidance and mentoring received by the Head of HR and the Chief Operating Officer helped me tremendously to improve and expand my knowledge while practically applying the theories we have learnt during the academics at the University.

Soon after I joined AzendTech, the Senior Executive resigned from the position due to the workload and stress she had to go through. This was clearly the most challenging time I went through during my tenure at AzendTech since it was only the Head of HR and myself to manage the work which should have ideally been done by a big team. But these tough times clearly helped me to focus on tasks and

gain an overall knowledge on all business functions of the business. I maintained a To-Do list, which helped me to stay on top of all the action items I had to cover during the day.

The major drawback during my internship period was failing to focus on certain tasks due to the work load. Although I tried up to my maximum potential, sometimes there were one or two action items I could have missed from my To-Do List. The other drawback encountered was the fear of contributing to meetings. Sometimes when there were meetings with the Chief level managers, even though I had some input to suggest, I tended to separately send it to my line manager because I was too scared to raise my voice in front of the Chief level managers. However, once I got to know the Senior Management Team, I was able to slightly improve myself.

Managing vendors and external parties could also be considered as one of the weaknesses I saw in myself. Vendors needed continuous follow up to get things done. However, due to the workload, I was sometimes unable to take charge of these actions and push vendors to meet certain deadlines. The Chief Delivery Officer of Azend Technologies helped me personally to overcome this weakness. He wanted me to be stricter rather than approaching vendors in a friendly manner and this strategy has helped me to push the vendors and get things done on time.

The learning opportunities I have had at Azend Technologies have been amazing. Although my designation went as Intern- Human Resources, I got the opportunity to contribute to the organization's success directly, and the leadership team also encouraged me to take part in major decision-making activities. I believe that I was able to perform at my fullest potential during my internship period and as a result of this, I was fortunate enough to receive a promotion and secure a permanent position at Azend Technologies after I completed 3 months out of the 6-month internship program.

## Karunaratne G.P.R.P. MAS Linea Clothing



**Name:** Karunaratne G.P.R.P.  
**Degree Programme:** BBA (Hons.) in Operations Management  
**Department:** Operations Management  
**Internship Provider:** MAS Linea Clothing  
**Project Title:** Late Deliveries of Embellishment Suppliers and Quality Defects of Embellished Garments on Downtime Hours

### Project Abstract

*The aim of this project was to investigate the impact of late deliveries of embellishment suppliers and quality defects of embellished garments on the downtime hours at MAS Linea Clothing. This cross-sectional research study is positivist research, with a deductive approach that used a mixed method. The findings illustrate how late deliveries of embellishment suppliers and quality defects of embellished garments have a strong influence on the downtime hours at MAS Linea Clothing. Three key recommendations to address these findings are introducing a placement board, executing an automated quality inspection system, and using a supplier visibility interface.*

### Internship Experience

MAS started its journey as an intimate apparel manufacturer in 1987 by the three Amalean brothers, with only 60 employees. It is now one of the largest apparel and textile manufacturers and Design-to-Delivery Solution Providers in South Asia with headquarters based in Sri Lanka. By providing high quality products and by building strong long-term partnerships with world renowned global brands such as Victoria's Secret, La Senza and Nike, MAS has succeeded in securing long-term customers worldwide. Their mission is threefold: to inspire people, to innovate products, and to build partnerships.

At MAS, I carried out the role of an embellishment planner and created weekly detailed plans. I also conducted regular 5S audits on the cutting department and proposed different methods to overcome these and better align with lean manufacturing. I overlooked the implementation of lean concepts in the plant. I also prepared the scorecards for evaluating all suppliers of embellishment and carried out the tasks of creating purchase orders through the SAP system. Furthermore, I created new Standard Operating Procedures (SOP) for processes in the cutting and embellishment and participated in daily shipment meetings to discuss the updates on different orders. Finally, a special assignment that I undertook was being responsible for proposing a layout design for the new embellishment area.

As for challenges, I had to adapt to the fast-paced manufacturing culture of MAS. Being assigned to multiple new tasks as a fresher in the embellishment department was also challenging. New concepts, methods and systems were challenging yet motivated me to learn and adapt accordingly. However, the excellent support and guidance from my supervisor provided me with sufficient exposure to carry out my job role effectively. Even though it was challenging, the internship experience helped me to develop myself in many aspects and to be a more competitive candidate for the job market.

I obtained practical exposure to the work culture in a multinational corporate setting and the decision-making process of the upper management. The internship helped me to improve my soft skills. These include my communication, negotiation, interpersonal, and teamwork skills. I acquired experience and exposure to work with the SAP system, which is a world-renowned ERP system, and I performed regular duties through it. Via lean training sessions, I learned the practical application of lean concepts. During the internship I networked with professionals in the corporate world which supported me as a young professional who has just started the career. Overall, this internship helped me to identify a better version of myself.

## Kulatunga A. N.

### Unilever Sri Lanka Limited



**Name:** Kulatunga A. N.

**Degree Programme:** BBA (Hons.) in Organizational Management

**Department:** Management Studies

**Internship Provider:** Unilever Sri Lanka Limited

**Project Title:** Business Category and Stakeholder Management

### Project Abstract

*The aim of this project was to explore the root causes for the market share decline in Unilever's laundry category in the year 2020/21 from a stakeholders' perspective. Therefore, it is a stakeholder perspective-based action research taking a qualitative inductive approach basis of phenomenology strategy. The study uses a convenience sample of stakeholders for primary data collection via semi-structured interviews. It also, provides a holistic view to the strategic business issue investigated, taking account of unique information upheld by multiple stakeholders and recommends short to mid-term and long-term strategies to overcome the market share drop and sustain the market leadership for the firm.*

### Internship Experience

I completed my internship as a Customer Development Leadership Intern hired under the internship programme of Unilever Sri Lanka Limited for a period of 6-months based in Unilever Headoffice in Colombo. Unilever Sri Lanka is one of the largest FMCG firms in Sri Lanka and is home to many renowned consumer brands. Hence, my role was a mix of both operational and strategic work in a hybrid work environment was to handle the given projects with utmost diligence and complete them in due course with satisfactory results.

I was recruited as the Customer Development counterpart mainly for a key strategic project; hence, I got the opportunity to work closely with many internal stakeholders, cross-functionally. However, when it comes to operational work, I worked with the Channel and Category Development team on multiple trade categories and learnt the

internal processes, as well as the Why 's and How's of category management practices.

I believe I had a highly effective internship in terms of the learnings, personal development and the exposure I received. The internship experience has made me more adaptable to more challenging roles and has sharpened my skills in analytical and critical thinking, business acumen, agility, and stakeholder management. Further, I experienced first-hand how to take charge of the work given to me and to run projects in a manager's mindset while learning a great deal on category management from a trade point. In addition to the scope of work, I was also given leadership roles on projects and other interns in the learning and development aspect, along with training new category assistants and organising internal events.

The internship experience did provide me with multiple challenges that helped me grow and learn through unforgettable experiences in some cases. Some of the key challenges were adapting to the hybrid work environment; keeping up the self-motivation and work ethics during work-from-home periods; navigating the company jargon and internal processes and stakeholder management. Overall, the internship experience had been a great learning curve that helped develop not only the key aspects covered above, but also in terms of personality development, technical skills, communication skills, my work ethics and the individuality while working in an agile work environment.

As a Business Administration undergraduate specialising in Organisational Management, the exposure given at Unilever helped me gain a balanced but comprehensive understanding towards multiple business functions and provided the practice of viewing any strategic business issue from a bird's eye, keeping in mind the ultimate business goals when developing creative but logical solutions.



## Madhumali R.M.S. Singer (Sri Lanka) PLC



**Name:** Madhumali. R.M.S.

**Degree Programme:** BBA (Hons.) in Marketing Management

**Department:** Marketing Management

**Internship Provider:** Singer (Sri Lanka) PLC

**Project Title:** Impact of after sales service on customer satisfaction of singer (Sri Lanka) PLC.

### Project Abstract

*The aim of this project was to identify how after sales service impact on customer satisfaction of Singer (Sri Lanka) PLC. Primary data used in this study were from Questionnaires and secondary data from company's annual reports, pilot study and company publications. Thirty respondents were selected as a sample and questionnaires were issued to them. Findings shows middle age female, age between 31-40 range and Rs75000- 100000 income level customers engaged more with Singer (Sri Lanka) PLC and after sales services were significantly independent and joint predictors of customer satisfaction. Key recommendations include, clearly identify the target market, improve customer service, update the company web site and enhance and maintain the quality of after sales service to retain customers with Singer (Sri Lanka) PLC.*

### Internship Experience

As a final year Marketing Management undergraduate of University of Peradeniya, I started my internship program as a marketing intern in the sales and marketing department at Singer (Sri Lanka) Passara Branch. Singer (Sri Lanka) PLC is a Sri Lankan holding company engaged in retailing and wholesale marketing home appliances and furniture. The company is also taking part in financial services and manufacturing business. It sells consumer durable goods under six products categories including Financial service, Consumer electronics, Furniture, Kitchen appliance, IT products.

During my internship period I gained practical knowledge about the marketing activities. I learned about hire purchasing and cash purchasing customer handling processes, digital marketing platform promotions, price tags changing process etc. I applied the theoretical knowledge that I learnt in our lecture notes (E-Marketing, Marketing communication, Strategic marketing, Marketing research) into practice. It was a great opportunity to enhance my creative thinking abilities, communication skills, interpersonal skills as well as networking skills. As a result of that I won the “Game Changer” reward from the company’s active participation in the Singer care app-launch program. It is a great achievement of my career.

Even in a coin there are two sides and when doing anything we have to face challenges. But what matters is how we face it and the experiences we gain from that. In the beginning I had to face some challenges to adapt to the corporate culture as an undergraduate without prior experience. Applying the theoretical knowledge, I gained in the university to practical work tasks was also challenging. But with the proper guidance, I learned how to perform the responsibilities assigned to me. Hence, I had to deal with working under pressure and used a notebook to list down the task so that I don’t miss anyone. Another challenge was dealing with different kinds of people with different perceptions and behaviours. Through the challenges, I improved my skills and competencies that are needed to be successful in my profession as a marketer in future.

During this time period I gained unforgettable experiences as my first job. I learned about after sale service activities, how to handle customer complaints, solve problems, and how to satisfy the customers. I completed my internship primarily by engaging in marketing activities, but sometimes also in operations and supply chain activities. For example put a PO debit, voucher handling etc. I think it will be very useful when applying for future job opportunities.

**Maduwanthi.R.**  
**Noritake Lanka Porcelain (pvt) LTD**



**Name:** Maduwanthi. R

**Degree Programme:** BBA (Hons.) in  
Marketing Management

**Department:** Marketing Management

**Internship Provider:** Noritake Lanka  
Porcelain (pvt) LTD

**Project Title:** Digital Marketing

### **Project Abstract**

*The aim of this project was to explore how digital marketing strategies can be implemented in marketing activities in Porcelain product manufacturing industry with special reference to Noritake Lanka Porcelain (pvt) Ltd. This qualitative study explored the benefits, challenges and suitable strategies of implementing digital marketing strategies in porcelain product manufacturing industry. Eight respondents were chosen base on the judgmental sampling method. The collected data we analysed by using coding, categorization and theme building process. Social media adaptation, external digital marketing firm hiring, AIDA model applications are some of recommendations of the project and they have implemented social media marketing as a company's marketing activity.*

### **Internship Experience**

Noritake Lanka porcelain (pvt) Ltd is one of the leading and quality porcelain products manufacturing companies in Sri Lanka. In 1904 a factory was founded by baron Ichizamon Morimura was established in Nagoya, Japan under the name of NIPPON TOKI KAISHA Ltd. This company established in Japan grew to be named as Noritake which went into a joint venture with Ceylon Ceramic Corporation in 1972. In Noritake Lanka Porcelain, Matale, I worked as an intern at the Department of Marketing. Company has assigned me to supervisor from the marketing department and planned my internship period in a way that would cover all the procedures of the local and international Marketing division.

Throughout this period, I got many experiences relevant to the industry. As a beginner to the company, I got the opportunity to participate in the induction program and it was valuable for me to familiarize myself with organisational culture, background and history of the company. After that, I participated in the training sessions which introduced variance product categories, market segments, quality standards and customer handling techniques. My supervisor assigned me to handle the corporate market segment and retail market segment of the company. Through those duties I improved my communication skills, negotiation skills, presentation skills and interpersonal skills. Also, I visited the showrooms of the company and there my major duties and responsibilities included maintaining positive customer relationships, carrying out market studies to customise orders based on local and foreign customers' preference.

Also, I got the opportunity to prepare a digital marketing plan for the company. It would be a great opportunity for me to convert my theoretical knowledge into practical situations. Also, I got knowledge regarding the new product development process for the local market and international market, as an example Noritake has introduced "Porcelain Bridal Jewelleries" for the local marketplace based on the customer's requirement.

New environment adaptation, work life balance, work with different kinds of people were some of the challenges I experienced within this period. Throughout this internship program, I improved my time management skills, communication skills, stress management skills, technical skills and other professional skills.

## Navarathna S.N.M.L.Y.R. DIMO PLC



**Name:** Navarathna S.N.M.L.Y.R.  
**Degree Programme:** BBA (Hons.) in  
Organizational Management  
**Department:** Management Studies  
**Internship Provider:** DIMO PLC  
**Project Title:** Performance  
Measurement Practices on Employee  
Performance and Development

### 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

I was able to undertake my first corporate experience as an intern at Diesel & Motor Engineering PLC. DIMO was founded in 1939 and operates as a key player in the automotive industry of Sri Lanka. Today, DIMO has over 1916 employees and an annual turnover of Rs.34.5 bn. It began operations purely as a company which trades and repaired automobiles but now DIMO has diversified into a number of business areas such as medical engineering, material handling and warehousing, power tools, agri-machinery and etc. The company represents many prestigious brands such as Mercedes Benz, Jeep, Chrysler, and TATA Motors. It is known as the oldest general distributor of Mercedes Benz vehicles in the Asian region.

I was hired as a receivables analysis intern to the TATA Business Support & Control at DIMO head office Colombo. My role contributed to the credit recovery team

where I received training on recovery analysis and credit control. Most of my work was carried out on MS Office applications such as Excel. Initially I was weak in practical application of advanced excel functions but with the guidance of my supervisor and continuous practice I was able to perform my tasks accurately. I learned some functions on my own which weren't used before by my team and enlightened them as well. Therefore, it was a two-way learning process for me and my team.

I was given full autonomy to think critically, provide recommendations and present new and comprehensive ways to perform tasks using the knowledge I've gained as an undergraduate. It helped me improve my critical thinking and analytical skills. While working at DIMO I gained practical knowledge on debt management and recovery. Additionally, I learned to be responsible and accountable for my duties and tasks.

This internship was a great learning curve to my career. Working while self-studying and doing research at the same time was stressful and challenging. But I learned how to manage my time properly by prioritising work accordingly. I got the chance to build and expand my network by interacting with people from different hierarchical positions and different personalities, from whom I gained a lot of insights about the corporate world and career development. As a fresh graduate who has a long way to go in the corporate field this internship gave me a great head start.



**Name:** Perera K.Y.

**Degree Programme:** BBA (Hons.) in  
Accounting & Finance

**Department:** Business Finance

**Internship Provider:** Sri Lanka  
Accounting and Auditing Standards  
Monitoring Board (SLAASMB)

**Project Title:** Qualitative  
Measurements when Making Materiality  
Judgements

### **Project Abstract**

*The aim of this project was to investigate the impact of qualitative measurements as guidance in making materiality judgements. A quantitative deductive research approach was followed to analyse data collected from a sample size of 32 auditors of SBEs through a questionnaire. According to the findings, the seniority of the auditor, client financial position, and the longevity of the relationship with the audited client have a significant relationship with materiality judgements except for the objectives of the management of the client entity. Therefore, it was recommended for SLAASMB to incorporate sufficient qualitative dimensions to assist in evaluating material judgements of auditors of SBEs.*

### **Internship Experience**

SLAASMB is the independent accounting and auditing regulatory body in Sri Lanka. The key functions of the Board are to monitor compliance with the Sri Lanka Accounting Standards by Specified Business Enterprises (SBEs) and to monitor compliance with Sri Lanka Auditing Standards by the auditors when conducting audits of such SBEs.

I was an Intern at SLAASMB from 01 October 2021 to 31 December 2021 and was assigned to work under three Technical Directors on a roster basis to perform certain tasks allocated by each Director. The tasks, duties and responsibilities were based

on the ongoing reviews carried out by the Technical Directors. Hence, I did not encounter repetitive work. Interestingly, I have performed a task-based role as an Intern. Tasks were in the forms of reviewing sections of financial statements, examining accounting policies and preparation of summaries, reconciliations, recalculations etc.

I was assigned different financial statements from different companies in different industries to check compliance in different sections. It was onerous to understand the way each company reports and depicts data as they differ based on products/services that they offer, business operations, an industry that they belong to etc. Therefore, my work contained an inspiring challenge.

In addition, I found it challenging to follow remote work. Even though it required lots of confidential information at work, they were unable to provide it since I am an intern who's working remotely. Therefore, I did not get access to their databases. Moreover, I have collaborated only with the Directors that I directly worked with, and I was not able to network with other staff members.

Throughout the time, I was working under the guidance and supervision of Technical Directors who are industry experts with valuable experience. Their insights were very fruitful in performing work and developing my knowledge base. Most importantly, I have learned how to practically apply theoretical knowledge in real scenarios. I was encouraged to think critically and communicate orderly. Meanwhile, I was instructed to grab disorganised information from various real-time sources and refer study materials to sieve useful information. Therefore, I believe the exposure to work-related learning experiences received through the internship has shaped my capacity for employability and enhanced my soft skills.



## **Rajapaksha R.A.P.S.**

### **Orit Apparels Lanka (Pvt) Ltd**



**Name:** Rajapaksha R.A.P.S.

**Degree Programme:** BBA (Hons.) in  
Human Resource Management

**Department:** Human Resource  
Management

**Internship Provider:** Orit Apparels  
Lanka (Pvt) Ltd

**Project Title:** Health and safety

#### **Project Abstract**

*The aim of this study was to investigate the impact of health and safety management on the working performance of female machine operators in Orit Apparels Lanka (Pvt) Ltd. The researcher used quantitative research method and used the convenience sampling technique to select 300 female machine operators. A questionnaire was used to collect data from employees. Reliability, correlation, regression analysis, and Descriptive statistics tools were used to analyse the data with the support of the SPSS. Findings reveal that there is a significant impact of health and safety management on the working performance of female machine operators. Further, this study recommends that organizations have to pay more attention to health and safety management practices and should provide necessary safety facilities.*

#### **Internship Experience**

Through the course “BSM 498: Management Internship”, the Faculty expects an undergraduate to complete a total of 600 hours in the course period of one semester to gain experience in the industry. My internship was completed in the Human Resource Department at Orit Apparels Lanka (Pvt) Ltd Seethawaka export processing zone-Avissawella reported to the HR manager of the company. At the beginning of my internship, I received guidelines and it was followed by me as well. Throughout my internship, I gained great experience that allowed me to better understand the professional workplace and the expectations that come with it. The knowledge I learned and the experience I had, was highly beneficial for me. I gained practical experience related to all HR functions that I learned in my classroom.

In the very first week, I was confused with all practices and procedures, but they have supported me. During that week, they gave me a brief idea about their practices. However, after I step into the corporate world, I realize there is a gap between theoretical knowledge and reality when it comes to execution. During my internship period got an idea about how theoretical knowledge applies to the actual work environment. This practical knowledge will be most valuable for my future job opportunity. I learned about the completely dry process one by one briefly in the organization. In addition to the HR department, I studied the activities of the LaserUnit, Printing Unit, Embroidery Unit and Grinding Unit Production Department, Maintenance Department, Stores Department, IE Department, Quality Department, and Finance Department in my training period. I performed HR activities such as interview, selection, Recruitment, Induction and Orientation, HR documentation, training and development Employee Relation, employee motivation, performance appraisal, grievance handling, employee welfare, payroll, and so on.

I faced many challenges when performing those activities like limited-time framework, working under pressure, and work overload but I handled all difficult situations successfully, with the support of my supervisor throughout the course of my internship. I consider this internship a great opportunity that helped me to enhance my hard skills and soft skills. Further, this program enabled me to develop my competencies, inculcate skills and adjust to the corporate world. Because of that, I am truly grateful for this opportunity.

## **Rajapaksha R.W.R.**

### **Brandix Fast Fashion Mirigama 2**



**Name:** Rajapaksha R.W.R.

**Degree Programme:** BBA (Hons.) in  
Operations Management

**Department:** Operations Management

**Internship Provider:** Brandix Fast  
Fashion Mirigama 2

**Project Title:** Cleaner Production

#### **Project Abstract**

*The aim of this project was to identify material process flow and the waste streams at each production process and balance them with the input, identify waste causes and generate CP options to minimize or eliminate the waste streams, identify the saving potential of reducing material and eater wastage in the plant, identify the average monthly wastage.*

*Research sample is identified the material waste for three days in production process in order to better understand per batch material waste consumption three days. Primary data collection technique is discussions. Secondary data collection technique is descriptive statistics and were arranged, combined, and presented through tables, charts, graphs, and bar charts.*

*Through the research found process steps, waste streams, main causes, sub causes and actions. Make sure that continuous improvement of CP programme, implement proper 5" S project, organize an appropriate CP team are some of recommendations.*

#### **Internship Experience**

The Brandix Group is the largest exporter of apparel in Sri Lanka. As the holding company of Brandix group of companies, it is engaged in developing, manufacturing, and marketing end – to – end apparel solutions to global fashion super brands. A peek into an exclusive portfolio reveals Victoria's secret, Mayfair and Marks and Spencer amongst other excellent companies. The main departments of Brandix Fast Fashion Mirigama 2 are planning, stores, fabric and accessories inspection, cutting, production, work study, quality assurance, finishing, human resource and administration, and maintenance.

Through my internship period I was able to enhance my knowledge related to my specialization area and obtain a good experience. I got the proper idea about the production process through creating process maps to each section. I completed my internship period successfully under Quality and BCIP departments.

This is my first working experience. Therefore, I had to face some challenges. During my university life I got the theoretical knowledge. Here I had to use them practically. So, my first challenge was adaptation to a new working environment. As well as sometimes I had to work as a team, find solutions for some problems also.

I was able to identify my weak points, skills and improve skills and eliminate my weak points. For that my internship supervisor gave me a huge contribution. So, I completed my internship period successfully. For that I thank Brandix Fast Fashion Mirigama 2 and Internship Coordinator of my department.

## Rashad A.J.M. Technocity (Pvt) Ltd



**Name:** Rashad A.J.M.

**Degree Programme:** BBA (Hons.) in  
Accounting & Finance

**Department:** Business Finance

**Internship Provider:** Technocity  
(Pvt) Ltd

**Project Title:** Benefits from New  
ERP System

### Project Abstract

*The aim of this project was to ensure that significant benefits are derived from the implementation of the new ERP System in Technocity (Pvt) Ltd. This project adopts a quantitative research technique. I have used purposive sampling to gather data from all 15 employees working in the Finance department. This study found that there are several significant advantages enjoyed by the company, such as Accounting benefits, Managerial benefits and other internal benefits. Since the One-Sample T-test also validates the findings I suggested the company improve the adoption level. Further suggested to get feedback on the implementation and to provide adequate training because there were some employee dissatisfactions detected in the findings of the study.*

### Internship Experience

As this is an internship diary, I am going to give you a wholesome of my experience gained through this Internship program. Under the Management Internship program, we were instructed with all the necessary details to complete this program. However, it was our responsibility to find internship training. Due to the pandemic tragedies, I faced plenty of troubles in finding a good internship opportunity. Especially, very rarely do I receive interview calls since I am living far away from the City of Colombo. However, some exceptionalists are willing to give job opportunities to people like me. I am saying this because I experienced such a person when I was attending an interview. The interviewer himself said that he would hire me only because I was coming from such a distant place which I will never forget. The deadline for starting an internship was approaching. I was confused about choosing

Recitation. But somehow, I joined a company called Technocity (Pvt) Ltd which is one of the leading IT distribution companies in Sri Lanka having 7 subsidiaries, 9 sales outlets and a branch office in Kandy. They are the authorized distributors of HP, Asus, IN-WIN, Raidmax, etc. In addition to the Wholesale distribution and retails, they are providing repairing services as well. Initially, I was given training in Inventory Audit Control where I was responsible for the creation and approval of new items in the system, monitoring stock transfers and stock counting, inquiring about any deviations and reporting on inventory ageing and damages.

In addition to that, I was given training related to Accounts Assistant as well. There I have gained exposure to cash operations related to Journal Entry processing, cash and sales reconciliations, etc. When I first joined the company, I was unable to understand the operations of the business units, product categories, and the inventory movements. In order to overcome that challenge I took many trips to different business locations and saw what is happening there with my own eyes. With the time and the support from my own team members and the other team members like sales staff and inventory keepers, I got a thorough understanding of the business operations and the processes.

At the end of this Internship program, I see myself as a self-evolved person. I grabbed many skills, exposures and attitudes through this opportunity that I never learned in my life before. Not to exaggerate, I am writing what I experienced. Since the Corporates are competitive and results-oriented, we were forced to learn many best practices, For, example, Advanced excel skills, business email writing, virtual conferencing and team working etiquette, problem-solving, professional relationship management, etc. Good beginnings always lead to greater positions, so I believe my internship training was a good start therefore it will do better in my career.

## Rathnaweera P.L.T.N. Ceylon Electricity Board



**Name:** Rathnaweera P.L.T.N.

**Degree Programme:** BBA (Hons.) in  
Human Resource Management

**Department:** Human Resource  
Management

**Internship Provider:** Ceylon  
Electricity Board

**Project Title:** Incentive programs and  
Job performance

### Project Abstract

*The aim of this project was to analyse the impact of incentive programs on job performance. The study used quantitative research approach and 110 employees were randomly selected. Data was gathered through an online questionnaire. Descriptive statistics and regression analysis were used to analyse the data with the support of the SPSS 23. The Findings reveal that both financial and non-financial incentive programs impact job performance. It is recommended to increase incentive programs for officers to improve the job performance of the organization.*

### Internship Experience

I got an opportunity to undergo six months of internship at the Ceylon Electricity Board Head Office as a student specializing in Human Resource Management. The Ceylon Electricity Board was established by Act of Parliament No.17 of 1969 as a Statutory Board and is a vast body spread all over Sri Lanka, providing a dedicated and enthusiastic service to meet the electricity needs of the people of Sri Lanka. Currently, more than 700 officers work in CEB.

I worked in the HR department, and it falls under the C&C-DD1. There, I had the opportunity to engage with the employee information, and record his/her details of transfers, leave, welfare, recreational facilities, promotions, retirements, compensations, commandments, and all disciplinary matters. I was able to compare

the concepts and theories related to the HR module of the university against what is practised in the industry. Especially performance evaluation and management, understanding job analysis, handling human information system (HRIS), conducting training programs and other activities for human resource development, the procedure of employee discipline, compensation and rewards management, HR policies with laws and regulations, maintaining health, welfare, and safety of employees and maintaining an industrial relationship are some of the areas in the HR unit where I received training. The main challenge faced during my internship period is the problem of getting used to the corporate world. I also had to deal with people who had different opinions and that was also a challenge.

Throughout my industrial training at the CEB, Head Office Colombo 02, I had the opportunity to identify and develop my skills. Through creative thinking and innovative exercise, I was able to design and develop a template 5s concept. Related to that, I had the opportunity to develop skills that need to perform in the corporate world. During the six months of training at the CEB, I was able to adapt to the work ethics within the company. Even during the Covid-19 epidemic, I worked with positive thinking and motivation to successfully complete the projects assigned to me. Therefore, I believe that a 6 months internship period is very important for us as newcomers to the corporate world.



## Rodrigo V.K.C. IML Delivery Systems (Pvt) Ltd.



**Name:** Rodrigo V.K.C.

**Degree Programme:** BBA (Hons.) in  
Accounting & Finance

**Department:** Business Finance

**Internship Provider:** IML Delivery  
Systems (Pvt) Ltd.

**Project Title:** Working Capital  
Management

### Project Abstract

*The aim of this project was to investigate Working Capital Management and its effects on Profitability and liquidity of the IML Delivery Systems (Pvt) Ltd. The project adopted a deductive and exploratory, sample of this study contains the financial information of the Company with quarterly observations from 2014-to 2021. The study found that the impact of WC on liquidity is negative and e impact of WC components on profitability is positive. Therefore, key recommendations include, Improve Cash Collection Processes, Better Promotion Campaigns to Boost Demand, Analysing Expenses and initiating cost controlling mechanisms, strengthening the recovery team & implement robust accounts receivable processes.*

### Internship Experience

I was Recruited to the Finance Department in IML Delivery Systems Pvt Ltd (Citypak) as Junior Finance Executive under a 6-month probationary period which started on the 4<sup>th</sup> of October 2021. It was interesting because even its my internship I got the real job role in the organization as a permanent employee. It was a bit challenging as well as an interesting situation I had to face during the internship. Hayleys Group is an advanced larger group, I got the chance to go to several teams and get an idea of their processes too. Moreover, since Hayleys are going with the 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 was initially assigned the duties and responsibilities of Handling Intercompany transactions, Maintaining Fixed Assets Register, and Handling company VAT and SVAT. Rate Discrepancy Calculations and Derive the CN/DN values. Cost Per delivery Calculation of 31 Branches, Monitoring Cash on Delivery Deposit and Creating Monthly Profit and Loss Statement for Branches.

During my internship, I faced a lot of difficulties. Employees with more experience know more than we do. As a result, I needed regular briefings from top personnel because theoretical knowledge is insufficient to do a competent job. Even though I am a university student, some of my younger co-workers are highly qualified and have more experience and knowledge than I have. As a result, I was always pushed to do well because the workplace was competitive. The workstation was also quite varied, and I had to collaborate with a variety of people.

Self-development, I believe, was the most significant thing I received throughout my internship. We lack practical experience as undergraduates. As a result of this industrial training, I was able to improve a variety of abilities, including teamwork, people management, time management, social networking, and communication. Apart from that, I acquired practical experience in applying theoretical information in real-life circumstances, and I was able to develop all of these skills through the particular assessment I completed throughout my internship. Learning to operate under pressure, in my opinion, is a critical talent to acquire in order to be successful in the workplace.

## Sandagiri S.P.H.S. Kelani Valley Plantations PLC



**Name:** Sandagiri S.P.H.S.

**Degree Programme:** BBA (Hons.) in  
Human Resources Management

**Department:** Human Resource  
Management

**Internship Provider:** Kelani Valley  
Plantations PLC

**Project Title:** Work-Family Conflict  
and Organizational Citizenship  
Behaviour

### **Project Abstract**

*The aim of this project was to examine the impact of work-family conflict on organizational citizenship behaviour in Kelani Valley Plantations PLC. This study was a quantitative study, and a questionnaire was used to collect data. Furthermore, the sample of 55 workers was chosen randomly using the simple random sampling technique. The Statistical Package for the Social Sciences was used to analyse the data. The findings of regression analysis demonstrated a significant and strong negative connection between work-family conflict and OCB. Work-family conflict is a major predictor of OCB. As recommendations Organizations must establish a family-friendly culture, appealing compensation plans, welfare societies, and effective JDs and JSs, as these tactics may help to reduce work-family conflicts and upturn OCB.*

### **Internship Experience**

Since its establishment in 1992, Kelani Valley plantation is among the top manufacturers of Tea and Rubber in Sri Lanka. KVPL is a subsidiary of Dipped Product PLC, and spans over 13,000 hectares, comprising 25 states all over the country with tea, rubber, coconut, cinnamon and other agroforestry plantations both up country and low country.

While performing my duties and responsibilities, such as preparing CDO & HDP reports, preparing summaries for urgent management requirements, managing the company's HR email, preparing Hay Plan Magazine, handling circulars/staff vacancies, maintaining employee leave documentation, documentation/write-ups

for awards and certifications, preparing HR staff details, preparing evaluations summaries for HRD programmes, and involving in HRD activities, I was able to develop my soft and hard skills vastly.

From the start and till the end of my internship Programme, I was able to work with an excellent team to achieve our strategic goals and was able to get the newest experience in the corporate world. One of the main experiences I got was handling a large number of human resources as our plantation is spanning over 25 estates all over the country. There are more than 8,000 employees in our plantation. At first, I was kind of taken back as it is a massive number but later with the support of the HR team, I was able to handle my work successfully. Our HR team directly communicates with the top management, even though I am an Intern, and I was able to sit with our Managing Director and CEO to discuss matters we face. One of my favourite experiences is visiting our company's estates. At least once a month or two, especially the HR team is able to visit these regions. This is a great experience I got throughout my internship as I was able to gain more insight into the estates' community life. In addition to the above experience, I was able to get the knowledge and handle Oracle Human Resource Management System (HRMS) & DMS software for the first time. Also, I was able to participate in corporate events, and award ceremonies nationwide.

Throughout my internship period, I was able to receive many real-world experiences. At the same time, I faced many challenges. However, I was able to overcome them and gain only the positive experience as an undergraduate, to build up my knowledge, skills and abilities for my future self and career building.

## Senevirathne M. Unilever



**Name:** Senevirathne M.

**Degree Programme:** BBA (Hons.) in  
Human Resource Management

**Department:** Human Resource  
Management

**Internship Provider:** Unilever

**Project Title:** Hybrid work  
arrangement

### Project Abstract

*The outbreak of the COVID -19 pandemic has brought forth drastic changes. This project aim was to explore how the hybrid work arrangement resulted by this new normal has affected the job satisfaction of early career recruits. The study was conducted under the qualitative approach and structured interviews were conducted where purposive sampling was used. Through thematic analysis it was found that starting their career virtually has affected the level of job satisfaction among the early career recruits in terms of lack of exposure to the company, its culture, teamwork, and feedback and that it is vital for companies to adopt a coordinated and methodological hybrid work arrangement to ensure maximum satisfaction.*

### Internship Experience

Unilever is a British Multinational company renowned as one of the world's largest consumer goods companies, driven by the purpose of making sustainable living commonplace. Unilever has over 400 Brands, under three categories as Beauty & Personal Care, Home Care and Refreshments, and food Solutions which include world-renowned brands such as Sunlight, Dove, Lifebuoy, Vaseline, Magnum etc, available in over 190 different countries.

I was an intern for the Human Resource Function at Unilever, recruited under the Unilever Leadership Internship Program 2021. I worked with the Employer Branding Team of Unilever Sri Lanka during my stint, and I believe that the learning and exposure I received was truly tremendous throughout the course of my internship.

Working in the employer branding team, our main aim was to build a positive perception of the company among current and potential employees. As a result, during an internship, I experienced how to build positive and long-lasting relationships with different universities which in return helps the company to attract the best talent pool in the market, coordinate of different projects, and understanding the expectations and needs of the target market that we wanted to reach throughout employer branding projects and also designing of many communications materials accordance with the company guidelines. During the course of my internship, I was responsible for taking charge of the end-to-end planning and delivery of Unilever Challenge 2021, which was a marketing-based case study competition that happens on a global scale, leading the SPARKS student ambassadorship program, lead the team in delivering Youth Forum on Purpose, end to end planning and designing the structure of the new employment model: ULearn and so on.

During my time as an intern, starting work online, getting familiar with the ways of work and the overall culture of the company, and familiarizing myself with the brand guidelines were some of those challenges that I had to face. However, I believe that I was able to gain a vast range of corporate exposure because of being able to work in a Multinational Company and could obtain a holistic overview of how the corporate world works across functions and across national borders and I am delighted to say that I succeeded in seizing these opportunities well and working on developing myself while giving my maximum contribution to the company.

**Shamla M.Y.F.**  
**Rainco (Pvt.) Ltd.**



**Name:** Shamla M.Y.F.  
**Degree Programme:** BBA (Hons.)  
in Organizational Management  
**Department:** Management Studies  
**Internship Provider:** Rainco  
(Pvt.) Ltd  
**Project Title:** Workforce Diversity

### **Project Abstract**

*This project aimed to identify the relationship between Workforce Diversity and Employee Performance at Rainco (Pvt.) Ltd. The study used a quantitative approach. Gender diversity, educational background, age diversity, and ethnic diversity were the dimensions of Workforce Diversity. The sample size was 20 (Employees belonging to the category of executives and above). Questionnaires were used for collecting data. The research found that Workforce Diversity has a very strong, positive, and significant relationship with employee performance. The final part of the project included various recommendations to the Company concerning nurturing and maintaining a diverse workforce.*

### **Internship Experience**

Rainco Private Limited is a large-scale manufacturing, marketing, and distribution company in Sri Lanka. The product range of the company is Fashion Accessories & umbrellas, Rainwear, and Mosquito nets. The company has a workforce of 750. Rainco produces for the Sri Lankan market as well as exports to foreign countries. The Head Office of the Company is located in Colombo while there are four factories located in Kadugannawa, Mawanella, Dippitiya, and Danture.

As an undergraduate specialising in Organisational Management, I joined the company's Kadugannawa branch as a Human Resource Intern in the Department of Human Resource and Administration. Initially, I was given a quick overview of the company's organisational activities.

To begin, I worked on many Human Resources assignments assigned to me by my boss. I was also in charge of maintaining personnel files, acquiring market salary statistics, and managing new recruit orientations. Later, I was tasked with entering employee information into the company's Human Resource Information System (HRIS), updating HRIS, filling out employee appointment forms, filing EPF and ETF statements of account forms, preparing excel sheets with employee information, and stock-taking of stationery and medicine items.

This internship program provided me with a better awareness of how an organisation works in the real world. I became aware of the practical use of activities. However, as I set foot in unfamiliar territory, I encountered a number of difficulties. The environment was unfamiliar to me as a student. I had to gradually adjust and adapt to my surroundings. Furthermore, because I only possessed theoretical knowledge, I had to master the practical side of theory application.

Apart from the challenges I faced during the internship, I gained a good understanding of the manufacturing of umbrellas, learned how HR activities are practically implemented, gained an invaluable understanding of EPF, ETF, and gratuity payments, and gained a thorough understanding of the functioning of HRIS through hands-on experience. Furthermore, I had the opportunity to connect with a variety of firm employees spanning from lower to upper management. This allowed me to improve my communication, interpersonal, and cooperative skills. I also learned how to operate independently while being supervised. Overall, this internship has made a significant contribution to the development of my career.



## Suriyakantha K.S.A.

### MAS Active Nirmaana



**Name:** Suriyakantha K.S.A.  
**Degree Programme:** BBA (Hons.) in Operations Management  
**Department:** Operations Management  
**Internship Provider:** MAS Active Nirmaana  
**Project Title:** Sewing machine operators' motion on the efficiency of sample room operation.

#### Project Abstract

*This project aim was to identify the relationship between the sewing machine operator's motion and the efficiency of the sample room. There is a total population of 350 employees in the organization. The sample size can be defined as 100 employees, and they are from the operational level and the connection is considered unbiased. From the data collected, it was found that Motion and machinery overwork have a strong influence on the efficiency of the sample room operations. To develop the sample room efficiency steps can be taken to develop a new layout and appoint teams to control the other variables that affect efficiency.*

#### Internship Experience

MAS Active was founded in 2005 and primarily manufactures high-performance apparel for customer portfolios that include Lululemon, Ralph Lauren, Calvin Klein, Patagonia, Tommy Hilfiger, and other well-known brands. MAS Active currently comprises an operations centre, a product development centre, a studio, and six factories located around Sri Lanka. As a Business Analyst intern, I was hired by MAS Active Nirmaana's technical department.

My main responsibilities and duties included overall business-related strategy facilitation to the core team, tracking business KPIs and Operations process, overseeing the implementation of different lean concepts in the technical

department, overseeing NPI & DFM projects, drawing organizational structures, technical department workload balance, and attending business meetings and coordinating with stakeholders.

My first responsibility was to coordinate the leadership meetings and conduct the meeting on the given days. It was a big hurdle for me as I was the only new member in the meeting. Nevertheless, with the guidance of all the leadership members, they made the transition from an undergraduate to an employee easy. Another big hurdle is getting familiarised with the 5S standards that were in place in the organization.

After some time, the entire duty for overseeing the 5S audits and Kaizen projects in the technical department was transferred to me. As the factory applied for MOS calibration in April 2022, it was a significant duty for me.

In terms of limitations, it was difficult to learn the operation procedure at the start of my internship time, and shortly after entering the business, they assigned me several responsibilities that I had no idea about. Nonetheless, all of the plant leaders and my superiors were gracious enough to teach me new things all the time during my training term.

Throughout my internship, I acquired a broad range of soft skills, including analytical thinking, people management, strong decision-making, working under pressure, and leadership. In addition, I have developed proficiency in MS Office, Power BI, and SAP, which have assisted me in learning about the garment business and operations.

**Thenuwara T.A.N.H.**  
**Atlas Axillia Co. Pvt. Ltd.**



**Name:** Thenuwara T.A.N.H.

**Degree Programme:** BBA (Hons.) in  
Operations Management

**Department:** Operations Management

**Internship Provider:** Atlas Axillia  
Co. Pvt. Ltd.

**Project Title:** Efficiency of  
Bielomatik machine of printing plant  
through Overall Equipment Efficiency

### **Project Abstract**

*The aim of this project was to improve the efficiency of Bielomatik machine of printing plant through OEE (Overall Equipment Efficiency). This research can be identified as descriptive research. Action research strategy has been chosen for this study. The mixed method was used for this study. The study found that fixing a jogger and a spike to the packing machine to reduce performance losses, change the diameter of the rolls in the cover feeding area. This also can reduce minor stoppages so that it drives to time-saving and improve available time and so on. In this research, both primary and secondary data were used Primary data was collected through direct observation (Time studies) and discussion (Brainstorming sessions) with operators. Secondary data obtained from the SAP system, various reports which are created for internal purposes, published reports for internal and external purposes by the organization along with some documents and journals concerning continuous improvements.*

### **Internship Experience**

Atlas Axillia began in 1959 with the production and marketing of the peacock pencil and has since expanded to become a multi-brand entity that enriches the lives of many people in emerging markets. They currently manufacture school and office stationery for both domestic and overseas markets. They have facilities in Peliyagoda (Main Plant) and Welisara. Atlas Axilla also has ownership for the NYMEX-Paper Tissue Company in Galaha, Kandy.

Here, I gained experience conducting an efficiency improvement project for Bielomatik Machine, preparing the database for Kaizen, attending and coordinating

department weekly meetings, attending 5S meetings, conducting and participating in training sessions with management and shop level people, understanding how the actual business processes are happening, engaging with the organisation's lean implementation program, 5S for workstation, and conducting 5S in the shop. In addition, CAPA seminars were held.

When quality difficulties or other issues arise throughout the manufacturing process, I conduct CAPA meetings with the assistance of relevant stakeholders. Not only that, but I also assisted in the creation of organisational documentation such as 5s audit sheets, kaizen reports, 5S reports, and NCQP presentations. Consequently, I experienced various hurdles, such as the fact that this training program did not have a solid plan for trainees, resulting in me having to deal with some difficulties, and supervisors are too busy to monitor.

Overall, this internship program has helped me to enhance a variety of skills, including working under limited supervision, problem-solving and decision-making abilities, communication skills, presenting abilities, and the ability to operate under pressure.

## Tulaxshana.A

### Atlas Axillia Co (Pvt) Ltd.



**Name:** Tulaxshana.A

**Degree Programme:** BBA (Hons.) in Accounting and Finance

**Department:** Business Finance

**Internship Provider:** Atlas Axillia Co (Pvt) Ltd.

**Project Title:** Working Capital Management

#### **Project Abstract**

*The aim of this project was to investigate the contributory factors of working capital management including external environmental factors (Covid 19 & Limited operation of Educational Institutions) while analysing the relationship with identified variables. This longitudinal study was conducted based on a quantitative deductive research approach which analyses the annual data of the organization for the sample period from 2012 to 2021. The study found that there is a strong negative and significant relationship between the external environmental consequences and the working capital management of the organization. Further, it's recommended to maintain proper credit check policies & effective Demand planning.*

#### **Internship Experience**

I took my first move into the industry by working as a finance intern at Atlas Axillia Co (Pvt) Ltd. Atlas is a subsidiary of "Hemas Holdings PLC" and one of the pioneers in stationary manufacture and marketing. My career path began with work-from-home practices as a result of external forces, which enabled the adoption of new technology and online platforms.

Online meetings and seminars were held using the Microsoft team's app and email as the primary means of communication to interact with coworkers and senior executives. The critical activities allocated to me are partly related to the financial reporting team, which I have been a member of for reconciliation and reporting.

Responsibilities provided to carry out the whole reconciliation process including postings for journal entries, bank queries and collection of bank advice softcopies, Preparation of uncollected and unidentified cheque reports, and preparing & maintaining REC formats through the SAP system. Apart from that, I was assigned to perform TT confirmations for several bank accounts according to the requests as well as payment vouchers & bank vendor account clearings that needed to be carried out each month-end.

If I think about the challenges I go through during my internship journey, the vital part is technical failures. Because of the work from home arrangement, I needed to connect with the remote desktop to carry out day-to-day work. When it comes to protocol issues or unreachable network server issues while connecting with the main server, the issues needed to be properly informed to the company IT team and they'll solve the technical issues. There was a lack of communication between the top management and me at the beginning of the internship period because of nervousness. However, I improved my confidence later through experience.

There was a huge usage of Microsoft Excel for doing calculations and preparing reports. Additionally, the internship journey supported me to develop my critical thinking capacity, teamwork skills, Communication and interpretation skills as well as time management skills. I was able to develop my practical knowledge of how to deal with the reconciliation process with the help of the SAP system. Though the SAP system was new to me, I couldn't feel any difficulties in the learning process, since I already got familiarity with some related accounting software throughout my academic journey. To put it simply, my academic journey taught me theoretical knowledge. However, this internship vacancy provided me with a chance to explore that theoretical knowledge in a practical way.

## Wijesinghe G.A.N. Sri Lanka Telecom PLC



**Name:** Wijesinghe G.A.N.

**Degree Programme:** BBA (Hons.) in  
Marketing Management

**Department:** Marketing  
Management

**Internship Provider:** Sri Lanka  
Telecom PLC

**Project Title:** Customer Satisfaction

### Project Abstract

*The aim of this project was to investigate the impact of service quality on customer satisfaction with special reference to SLTMOBITEL Galle regional office. As this study was quantitative in nature, it used structured questionnaire to collect primary data base and consists of 50 respondents. This study found Assurance, empathy and responsiveness have positive impact to change customer satisfaction in SLT Galle regional office and reliability and tangibility have no impact to change customer satisfaction. As recommendations I suggest, SLT staff also must know a very good understanding of customer needs and wants, enhance individualized customer services, providing customized and kind services. These tactics through SLT Galle teleshop can improve their service quality and customer satisfaction.*

### Internship Experience

Sri Lanka Telecom (SLT) is “the national provider of information and communication technologies (ICT) and the leading Sri Lanka's broadband and backbone infrastructure service provider. SLT meets the needs of over nine million people island customers through its fibre, copper and wireless broadband access network. In the first month of internship, I was asked to study the whole process of providing services in the front office department. According to the internship schedule I was asked to perform three roles as Sales and Marketing Officer, Customer Service Officer and Billing Officer in the Front Office. When I worked as an above three roles I gained knowledge about how to handle customer complaints

properly and how to build relationships with them. And also, I gained knowledge about how to generate new sales for an organization and how to maintain customers' accounts properly.

Since this was my first job, I faced a number of challenges during the internship period. I had more theoretical knowledge about everything but not a good knowledge about practical usage of them and did not know how to apply them to the day-to-day real work/real life. It was one of the biggest challenges that I faced. During my internship period I was able to improve some skills such as communication skills, interpersonal skills, negotiation skills, teamwork skills, time management, skills presentation, and organizational skills. When I was doing a customer service officer job role, I had to improve my communication skills as much as possible because all the work-related functions were with the SLT customers. In order to communicate with different people, communication skill was essential, and I improved that skill by practicing it properly. Moreover, teamwork skills are made up of many other soft skills like communication, responsibility, honest, active listening, empathy, collaboration, and awareness. I was able to improve those skills while engaging in team activities in SLT. But, when I was doing the job role as customer service officer, there were some customers who can't speak Sinhala or English properly but can speak only Tamil. But there, I was poor in language skills, and I have to learn Tamil as a language when doing a job in Sri Lanka because there are different nationalities here. Moreover, I have to improve my technological knowledge.



## Viraj M. InterFashion Private Limited



**Name:** Viraj. M

**Degree Programme:** BBA (Hons.) in Marketing Management

**Department:** Marketing Management

**Internship Provider:** InterFashion Private Limited

**Project Title:** E-trust and E service quality towards E-commerce websites.

### Project Abstract

*The purpose of this study was to determine whether e-trust and e-service quality towards e-commerce websites impact customer purchase intention. The research work is launched as a descriptive study and research will be conducted as quantitative research. A self-administered online survey was developed, and the sample consisted with 217 people who are engaging in online purchasing with age group of 20 – 40 in Nuwara-Eliya district. According to the findings, e-trust and e-service quality of E-commerce website have positive impact on customer intention to purchase through the E-commerce websites. Furthermore, all key factors of e-trust which are security, privacy and reputation have positive impact on customer purchase intention. When it comes to key dimensions of e-service quality, only ease of use and responsiveness have positive impact on purchase intention whereas website design is not. It is recommended to use these research findings when developing and launching the website.*

### Internship Experience

InterFashion Private Limited is one of the very first garment factories in Sri Lanka, which was established in 1982 in Nuwara-Eliya. The factory joined Courtaulds Clothing Lanka in 2008, which currently has 10 operational plants around the country with state-of-the-art fashion garment production technology.

I started the internship program as a merchandising intern in InterFashion Pvt Ltd. The supervisor expected me to analyse day-to-day cases and develop productive case studies critically. Throughout the entire program merchandising manager

helped me to apply several concepts and theories in the real-world scenarios that we learnt throughout our academic period. Merchandising department has to interact with every other department for their day-to-day activities. This helps me to learn about other department's processes too.

As an intern, one of the major challenges I had to face was that, unlike most other factories there were not many technological advancement systems for each step and almost everything was done manually. Anyhow, as a learner for me, it was an excellent opportunity to learn the entire process rather than specialize in one area or a system.

This internship program enabled me to learn how corporates operate in the real world. So, I was able to gain much practical knowledge, which was an excellent opportunity to develop my future career path. In addition to that I was able to develop many skills including working under pressure and adaptability according to the situation.

## Yathursha K.

### National Water Supply and Drainage Board Regional Support Centre East



**Name:** Yathursha K.

**Degree Programme:** BBA (Hons.) in Operations Management

**Department:** Operations Management

**Internship Provider:** National Water Supply and Drainage Board Regional Support Centre East

**Project Title:** Efficient Inventory Management

#### Project Abstract

*This project aim was to identify the reasons of inefficient inventory management of NWS&DB with the help of quantitative and qualitative methodology. In order to find out the reasons I have used primary and secondary data, for that interviews and annual reports are used accordingly. With the use of fishbone diagram there are four reasons were identified for the inefficiency such as, lack of training to employees, traditional computerized system, incorrect materials, and improper management. Therefore, I recommended them to ensure the mind-set of employees towards the new inventory management system, provide relevant training and developments programs, and communicate the problems with employees. Ultimately they can provide a trustworthy annual reports by managing the inventory efficiently.*

#### Internship Experience

I worked as an intern of National Water Supply and Drainage Board Regional Support Centre East - NWS&DB RSC (E). This organization controls the activities of Trincomalee, Ampara, Akkaraipattu, and Batticaloa regions. Mainly water supply and drainage services are provided by NWSDB. These services are provided only for the local market. In particularly I worked in the accounting department. They are responsible for making payments, receiving vouchers, inventory control, contract activities, bid evaluation, tender evaluation and many more. I am responsible for inventory control, report evaluation (Deyata Kirulla WIP, MIS Reports), and contract.

Throughout my working period I could gain experiences of applying the theoretical knowledge into practical knowledge. For example, how to manage inventory, how ERP systems are used in government organization, how construction works undertaken by government organizations, and etc. Not only the work-related experiences but also, I learned to communicate with the co-workers, obey senior executives, manage work life stress, meet the deadlines, and manage the negative emotions. Other than that, some basic employment skills were experienced by me.

However, I faced some problems carrying out my daily tasks. One of the main problems is lack of computer facilities to train staff, therefore I could not complete my daily tasks properly. Other than that, giving some personal work, unwanted chitchats in between the heavy workloads, traditional computerized system and lack of training interrupted the whole work.

Also, when I was doing my study, there were some limitations such as, refusing to provide numerical data due to confidential matters and lack of engagement in interview sessions with co-workers because of their busy work schedule.

However, they were very helpful to finish my study and develop my skills and knowledge in my training period. Ultimately as a beginner, what I evaluated was that I should develop my computer literacy to match with the competitive job market and fluency in Sinhala language will be an advantage to work everywhere in Sri Lanka.

**Jayasinghe. J.M.S.**  
**NWSDB Company**



**Name:** Jayasinghe. J.M.S.  
**Degree Programme:** B.Com (Hons)  
**Department:** Management Studies  
**Internship Provider:** NWSDB  
Company

## **Internship Experience**

The National Water Supply & Drainage Board which presently functions under the Ministry of City Planning and Water Supply. It provides protected drinking water and facilitates the provision of sanitation in Sri Lanka.

Cost and Management Accounting is the most important area of the training program which was covered by me further costing provides guidance to users to achieve uniformity and consistency in classification, measurement, assignment, and allocation of costs to products and services and costing information provides feedback on past performance but should also be used effectively to motivate future performance. Accordingly, I gained the following experience under this training.

Helping to build resume and meeting people who can help in career, Skill development, Identifying and articulating professional and personal values, strengths and interests, Personal development, Analysing quantitative data, statistical data or human social situations, Assuming responsibility for varied duties

and job function, Gaining experience in the accounting, Learning about the working environment, Achieving trainee responsibilities and internship goals, Helping to link theory with practice, Developing an appropriation of management and placement organization, Gaining an insight into career development, Practising problem-based learning in an authentic supervised environment, Enhancing knowledge about financial services industry, Conducting benefit enrolment, Maintaining information on employee benefit choices, Learning the different methods of accounting techniques, Acquiring appropriate skills and techniques applicable to my career path and To gain professional experience.

During that time, I had to face a lot of challenges. I believe that the reasons for that is, it was something I had no previous experience with. Also, I learned to avoid all situations and respond well to them.

Below are some of the issues I faced, Weakness of computer and other technology equipment, Poor observation process for financial accounting in the stock verification, preparing financial statement is very slow, Lack of coordinating between the all-level staff and other sections, Lack of adequate training and development, Lack of knowledge about all process of employees, new technologies are not used for accounting and Lack of Management decision support statements.

I could identify many lapses and weaknesses in the organization within the training period. I have given the following recommendations for lapses and some weaknesses of the organization.

Appointing a responsible person to handle OT hours, recruiting new Audit employees to Audit section, reducing wastage of Stationery, Improving the methods of keeping records or documents, Giving computerized system knowledge.

**Meerangi W.I.S**  
**Freelan Enterprises (Pvt) Ltd.**



**Name:** Meerangi W.I.S  
**Degree Programme:** B.Com (Hons.)  
**Department:** Management Studies  
**Internship Provider:**  
Freelan Enterprises (Pvt) Ltd.

### **Internship Experience**

I am working as a Marketing Assistant in the Head office of Matara Freelan Enterprises (Pvt) Ltd. So, in the beginning I would like to mention about this company. It was born in 1984 as a cottage industry with humble beginnings. At Freelan they have made a distinctive revolution in Sri Lankan traditional cuisine with their rich spices range. People who have a liking towards taste and food safety embraced our products and the rest is our successful history. It's been about six months since I started working for this company. So, day by day during this time I am adding new experiences to my life.

In a marketing internship I need to provide my support to the already operating team in order to reach the objectives defined by the marketing director. Thus, I perform a broad range of tasks linked to direct or product marketing or market research. I handle scheduling, marketing events organization, marketing business trips, and

helping prepare projects. The position is therefore quite versatile. During this time, I experienced some of the subject matters that I have learned, such as how they affect practical life. This is really an important moment in my life that has added a lot of things to my life. And I am still facing various challenges day by day during this period. All those challenges are challenges I have never experienced before. I must work with different people. Some are people who represent top management. There are others who are employees of my own level. And there are others who are inferior to me. Dealing with all of these is a challenge to my life.

And when I came to this job, I was not a person with great computer knowledge. But after coming to work I have to work with Microsoft Excel. It was a big challenge for me in my life. My team has been a great help to me in overcoming all these challenges. I also further developed my abilities through the experiences and challenges I received day by day.

This opportunity helps to improve my Professional Communication Skills, punctuality, Critical Thinking & Problem-solving skills, Project Management Skills, IT Skills (Excel, PowerPoint) and Multitasking /Prioritizing. Finally, I would like to say again that this opportunity I got as a university student, is really a turning point in my life.



## Munasinghe Y.T

### Coats Thread Export Company



**Name:** Munasinghe Y.T.  
**Degree Program:** B. Com (Hons.)  
**Department:** Management Studies  
**Internship Provider:** Coats  
Thread Export Company

### Internship Experience

Coats Thread Export is a world leading industrial thread manufacturer company. It's a UK based multinational corporation which has spread around 10 cultures. Coats started its operation in Sri Lanka in 1978 and it started a factory at Moragahahena in 1981. Its vision is "To be the world's leading industrial textiles company delivering innovation, digital solutions and sustainable value to all shareholders. Its mission is "To be the best thread supplier across the world." In 2021 and 2022 Coats company won the Great Place to work certificate which was offered by the Great place to Work company in Sri Lanka.

Here, I was working as a HR intern in Coats. It was a new experience for me. In Coats, my supervisor controlled all admin activities in HR. So, under him I had to engage with security, transport, canteen activities, uniform distribution activities, monitoring waste disposal activities, organizing some functions and had to engage

with some projects. During my intern period I had to do two projects. One is a locker project and another one is a door project. Apart from that I had to engage with some documents activities like preparing daily absenteeism reports, preparing daily attendance report of canteen and security, updating security SOPs book and putting employee's leave to the system.

During my internship period I had to face lots of challenges day by day. In my very beginning days, dealing with people was a big challenge for me because people's ideas are different from one another. But day by day I could learn how to deal with them properly. The main challenge of my intern period is the locker project that I completed. In that project I had to distribute new lockers among our permanent employees who had old lockers. So, I had to build up good communication among employees, do every arrangement to distribute lockers, and control arguments to succeed this project well. It was a new challenging experience for me.

Through my internship period I was able to improve my self-confidence through handling projects by myself. Then I improved my interpersonal skills and communication skills well. Here I had a chance to deal with people directly and it was a great help for me to improve my communication skills. Apart from that I had a chance to improve problem solving skills, adaptation skills and team work skills well. So, here I had a great opportunity to use my book knowledge for practical activities. It is a good experience for my future career.

**Pitagampala P.T.G.**  
**Bernard Botejue Kolonna Manufacturing (PVT) Ltd**



**Name:** Pitagampala P.T.G.  
**Degree Programme:** B.Com (Hons)  
**Department:** Management Studies  
**Internship Provider:** Bernard  
Botejue Kolonna Manufacturing  
(PVT) Ltd

### **Internship Experience**

Bernard Botejue Kolonna Manufacturing (PVT) Ltd is my internship providing organization. It is a leading company engaged in producing and exporting garments in Sri Lanka. Upholding the vision of becoming the most renowned branded clothing manufacturer in Sri Lanka, the Bernard Botejue kolonna plant produces some of the world's top designer brands such as Victoria's secret-pink, NEXT, Marks & Spencer.

In my internship period, I got an internship as a HR intern and I was able to contribute for recruitment campaigns, training and development programmes, employee motivation programmes and also different works for the organization. By doing that, I got many experiences for my internship. As well as, sometimes I had to face many challenges during my internship experience. The garment industry has a busy and overwork job environment. So, we should always manage our time to

complete our tasks and duties as a responsible person. As well as, I always interacted with employees and managerial positions. And also, with different external parties and sometimes I had to solve employees' grievances. So, interpersonal skills, decision making, and problem-solving skills are very important to improve our job performance. So, I ensure these challenges will help me create a successful future career in my life.

Mainly I gained skills in documentation handling, conducting presentations and coordinating activities. Working with excel and other office packages are really important to widen up my IT literacy. As well as, the knowledge gained in employee compensation, HR policies, industrial laws and regulations are useful for my future career. 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 my theoretical knowledge of human resource management into practical situations. I established myself how to cope with the work stress and to complete the objectives successfully within the deadlines. Even as an intern in HR, I could make an influential contribution to the successful accomplishment of departmental objectives.

As an undergraduate following a B.com degree I would like to recommend that an internship program is very important to the students to improve their knowledge and experiences. I think that it is very helpful to build a student's future career and confidence. However, without any hesitation I can say that I got a valuable, priceless opportunity for my career through an HR internship at Bernard Botejue (PVT) Ltd kolonna.

## Samadhi N.M.S.H.S

### Sri Lanka Telecom-Mobitel



**Name:** Samadhi N.M.S.H.S.

**Degree Programme:** B.Com (Hons)

**Department:** Management Studies

**Internship Provider:** Sri Lanka  
Telecom-Mobitel

### Internship Experience

Sri Lanka Telecom-Mobitel is the National Information and Communications Technology (ICT) solutions provider and the leading broadband and backbone infrastructure service provider of Sri Lanka. SLT-Mobitel fulfils the needs of over 9 million customers on the island through its high-speed fibre, copper, and wireless access network. There are 47 SLT regional offices, 29 SLT teleshops, 42 Maintenance centress, and 12 franchise teleshop. I did my internship at Sri Lanka Telecom regional office in Embilipitiya. I choose to take this internship a preparation for a more challenging work environment with the theoretical knowledge I grab from university. On the other hand, I believe that experience without theory is blind, but theory without experience is mere intellectual play.

The most important task of SLT regional offices is to achieve their sales target. Therefore, most of the work I had to engage during the internship period was related to marketing (like creating a marketing plan, designing the promotion campaigns, engaging with Tele-marketing practices). During these activities, I realized how punctuality is important for achieving short-term targets. One of the greatest experiences that I have experienced is customer handling activities which I availed the opportunity to flourish my communication skills and cut out fear of socializing. Also, the daily engagement with different software helped me to upgrade my technical capabilities. Other than that, I was engaging in financial services in the office (like Bill taking, checking the cash balances, and collecting summary books) which helps me to improve skills like risk-taking, competence, and speediness. Further, it was a great learning experience with a team working on a particular real-time project and at the same time, it was even challenging as well as joyful to work in a new atmosphere with new people. However, Adopting and socializing in the new office environment and culture is a bit challenging for me at the beginning of the internship. Besides, being assigned too many works at once and finishing them on time were also challenging.

After finishing a three months internship, I came up with a SWOT analysis for myself. Becoming a good team builder, a cooperative person, and capable of adapting to different situations easily are some of the strengths that I have developed through the internship. Being uncomfortable with the heavy workload and quite weak in receiving information) from the higher authority (because I am the more visual receiver of information were some of my weaknesses. The opportunities that I have gained from this internship are gaining experiences and knowledge which will be relevant to my future career, creating relationships between professional bodies, and upgrading my knowledge about the latest technologies.



**FACULTY OF MANAGEMENT**  
**University of Peradeniya**  
**Sri Lanka**