

**INSTITUTE OF PERSONNEL MANAGEMENT [IPM] SRI LANKA (INC.)**

**PUNE, INDIA**

**29<sup>TH</sup> SEPTEMBER 2018**



**IPM**

**Sri Lanka**

**The Nation's Leader in HRM**

PRESENTED BY  
PROF. AJANTHA DHARMASIRI  
CHAIR – EXTERNAL AFFAIRS AND NATIONAL HR INITIATIVES

## EXECUTIVE SUMMARY

*This brief report entails the details of the initiatives and activities of the IPM involving local and international events. It essentially summarises the efforts and results of IPM endeavours during the past few months in bringing HRM to the forefront*

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### 1. CURRENT ECONOMIC AND POLITICAL SITUATION IN THE COUNTRY

#### **Economic and labour market situation**

The country is going through an economic stagnation with declining of foreign direct investments. One positive aspect is the booming of the tourism sector where there is an increase of the year-on-year tourist arrivals. Adverse weather has affected the agricultural sector with lower harvest. Underemployment is still a significant issue. According to Dr. Ganashan Wignaraja, an eminent economist, Sri Lanka has a paradoxical combination of slow growth (3.2% in the first quarter of 2018)<sup>2</sup> and labour scarcity (a low unemployment rate of 4.2% in 2017). A tight labour market means that the private sector is increasingly starved for skilled labour. Although several international and domestic factors are shackling Sri Lanka's growth, the labour market deserves special attention.

#### **Political Situation**

With the democracy in place, the country moves on with a significant political stability. However, the popularity of the current regime appears to be on the decline. The unity government comprising of two leading political parties have shown signs of fragmentation. Sustained efforts by professionals from the private sector to press for policy consistency have been much visible during these times. Overall, peace prevails around the island making it increasingly attractive as a tourist destination.

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### 2. HR CHALLENGES

The five main challenges facing the HR profession in country at present are:

- i. Ensuring right person is handling the right job, in overcoming the barrier of "connections over competencies"
- ii. Static labour market consists of rampant skill mismatch/ skill gaps
- iii. Tardiness of state sector in embracing HR as an essential component for serving the masses.
- iv. Obtaining the deserving recognition for HR professionals at the Board level
- v. Enabling the school leavers to develop technical and vocational skills instead of leading them towards becoming "TUK TUK" (three wheeler) drivers

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### 3. PROJECTS AND ACTIVITIES

Major areas of IPM activity include the following:

#### **People Power Magazine**

The IPM continues to release the quarterly issue of "People Power" magazine. This magazine keeps members updated about the developments at IPM. The last issue was in June 2018 and another issue will be publicized in October 2018. This will be the first issue of the Current Council Year 2018/2019.

## **Research Symposium**

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Research Symposium: The institute is in the process of hosting a Research symposium in partnership with a foreign University in the last quarter of 2018. This symposium's aim is to identify research of special relevance to the South Asian Region. The expected outcome is to bring together professionals, scholars and researchers from diverse backgrounds and for the research to bring about social benefits.

## **IPM Research Centre**

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IPM under its new strategic plan has started plans to establish an HR research Centre for the country, which is an essential requirement and the initial work is in place, we hope to launch it before the end of the current council year. This will provide opportunities and facilities for the scholars to carryout Applied HR research useful for the industry and its prefiltration.

## **Annual Members' Day**

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The "Annual Members' Day" which is a day out gathering for all IPM Members accompanied by their families was held on 1<sup>st</sup> July 2018. The event took place at Jie Jie Beach by Jetwing, Panadura, with the participation of over 200 members. The objective of this event is to create a network between both new and senior members belonging to both Corporate and Affiliate member categories as well as their spouses and children. The event was planned out with lots of fun filled activities and games that made sure to keep everyone engaged. The event Ensured that everyone who participated kept up with the true IPM spirit.

## **National Human Resource Conference (NHRC) 2018**

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Theme of this year's conference was "Transformation of HR in the Digital World" The NHRC, considered the flagship event of the Institute was held on 6th and 7th June 2018 at the Bandaranaike Memorial International Conference Hall, Colombo. The Institute of Personnel Management Sri Lanka witnessed the successful conclusion of the National HR Conference, amidst the presence of a large gathering. Minister of Plantation Industries, Hon. Navin Dissanayake was the Chief Guest of this year's Conference while Mr. Mark Prothero, Chief Executive Officer, HSBC - Sri Lanka and Maldives graced the event as the keynote speaker. Alongside the conference events such as: "The Great HR Debate", "The Great HR Awards", "Great HR Practices" and "The National HR Exposition" too was organized in order to add more value and relevance to uphold the international stature.

The NHRC 2018 comprised of four technical sessions and two panel discussions, which was conducted by eminent speakers and panellists. The NHRC 2018 enabled its participants to share valuable insights and knowledge within their respective organizations. Also the last year's conference kept its record as the highest number of participants ever attended at the NHRC

## **Annual General Meeting (AGM)**

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The AGM of the Institute was held on the last Saturday of the month of July 2018, at the Hotel Waters' Edge, Battaramulla, Sri Lanka. Mr. Dhammika Fernando was installed as the new President of IPM for 2018/19 with the unanimous recommendation of the Executive Council. Further a new Council was elected at the AGM, list of elected office bearers and the council members are published in our IPM web site.

## **Graduation Ceremony 2018**

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The graduation ceremony of the IPM will be held on 30<sup>th</sup> October 2018 at the Bandaranaike Memorial International Conference Hall (BMICH), Colombo in collaboration with the nine study centres around the country. Two sessions are planned to be held considering the number of graduates. The Graduation Ceremony will be followed by the Graduation Ball as customary.

### **The Great HR Quiz**

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IPM's Great HR Quiz which is another significant annual event organized by the Institute, is scheduled to be held on 1<sup>st</sup> November 2018 at the Galadari Hotel, Colombo. It is anticipated that the participation of both Private and public sectors of the corporate world would make this event memorable.

### **IPM Member Services:**

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The Member Services committee announces the introduction of the "Group Life and Critical Illness Cover" for its corporate members. This is one of the great achievements of the committee during the council year 2017/2018. The membership fee was revised in a manner that would not be a burden to the members. The membership application form was simplified and reduced to four pages from six taking into consideration the concerns raised by new members. The committee took initiatives to approach heads of departments and business leaders in the sphere of HRM in order to envelope potential members into IPM's roll. Enrolment of 133 new members, into different member categories took place. This could be stated as another great achievement of the Member Service Committee.

### **Management Movies**

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The last movie concussion "Homeless to Harvard" was screened on 10<sup>th</sup> may 2018 at the Members' Lounge. Accordingly, during the last council year four movies were screened gaining an overwhelming success. The participants highly appreciated this initiative as it shared useful management insights within a relaxed environment.

### **Member Exchange Programs**

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Under the Member Exchange Programs, a Sri Lankan delegation comprising of eight members visited India under the NIPM-IPMSL exchange programme. At the same time NIPM (National Institute of Personnel Management) held its 36<sup>th</sup> Annual National Conference. The warmth extended by the Tamil Nadu counterparts was very much appreciated by the IPM delegation. Upon signing of the MOU with the MIHRM, Malaysia IPM SL selected 3 Council Members to attend the first ever two-day national HR Best Practices Seminar.

### **World HR Congress**

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IPM Sri Lanka was successful in winning the bid to host the world HR Congress in 2020 in Sri Lanka. The 2018 world HR congress was held in Chicago, Illinois, USA from the 17<sup>th</sup> to 20<sup>th</sup> June 2018 which is the 17<sup>th</sup> world HR Congress. The Immediate Past President, Prof. Ajantha Dharmasiri participated as the IPM representative at which he took part in the symbolic handing over of the world congress mantle from this year's host country, USA. This event is to be held in line with the IPM's National HR Conference – NHRC 2020 in early July. It is expected that delegates from all over the world will attend this milestone event. At the same time IPM Sri Lanka will be celebrating its 60<sup>th</sup> Anniversary.

### **Formation of an Association of HR Practitioners in the Maldives**

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Through APFHRM, IPM Sri Lanka has under taken the task of forming an Association of HR Practitioners in the Maldives in order to get them to join the APFHRM forum. This task was a success as the Maldives Association of Human Resource Professionals (MAHRP) was formed the task was entrusted to Mr. Dhammika Fernando the then Co-Chairman of External affairs Committee. During the HR exposition held in the Maldives, Mr. Gopinath Subramaniam, Director Business School was delegated the matter to scout for the key people of the fraternity there and subsequently the MAHRP was formed and they were invited to IPM Sri Lanka and had further discussions. The progress was reported at the APFHRM last meeting in Dhaka and the MAHRP application for the membership of APFHRM will be tabled and supported by IPM at the upcoming Pune round of talks. APFHRM President Mr. Afeef is scheduled to participate at the Pune meeting as an observer through the IPM initiative and thankfully accepted by President of APFHRM and willingly agreed to accommodate by NIPM. Currently IPM Sri Lanka is in the process of formulating an MOU to be signed between MAHRP and IPM Sri Lanka in order to provide IPM's expertise and study courses in the Maldives.

### **Quality and Productivity**

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IPM was recognized for the National Quality Award 2017 as per the criteria of the Malcom Baldrige Quality Awards USA. IPM continuously strives towards maintain quality and productivity in all its aspects. The institute has thus far never failed to meet quality in the products delivered to its customers. In terms of productivity the institute's productivity keeps growing dynamically year over year and is extensively result oriented.

### **Staff Welfare and Development**

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The staff at IPM is exposed to numerous trainings in order to sharpen their skills and talents to serve the organization better. During the period under review, flexible working hours was introduced among the staff members in order to help them strike a balance in work-life. Also IPM aims at creating a favourable work environment for its staff. Therefore in order to create togetherness and bonding among the staff members IPM celebrated its staff members birthdays in a simple manner.

### **Strategic Planning and Monitoring**

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A two-day residential program was conducted at MAS Fabric Park in Thulhiriya. The Governing Council and the Management team participated at this major workshop. At the outset it was decided to preserve the same Vision and Mission statements and to retain the same values and to prepare the strategic plan for the next three years. It was also revealed that main contribution was from the educational products which are the PQHRM and Certificate Course Programs. At the end of the session 12 subcommittees were formed to further examine the identified key areas and to develop necessary action plans. Further the key decisions and actions taken with regard to the new strategic plan were approved by the Council at the meeting held on 30<sup>th</sup> June 2018.

### **Obtaining Chartered Status**

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The Institute has obtained the state cabinet approval to go ahead and change its name to "Chartered Institute of Personnel Management". This could be considered one of the Institutes greatest historic achievements. This would also add value to the professional individuals of the Institute and to the institute itself. IPM under the powers vested by the act of parliament and through its by-laws will be promulgating HR standards for the country with the strength of this change.

### **Executive Development Programme (2<sup>nd</sup> batch)**

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IPM Sri Lanka organized the second consecutive Executive Development Programme which was completed on 18<sup>th</sup> of May 2018. This programme mainly aims at producing high potential executives. It could be stated that this programme was quite successful in achieving its aim.

### **IPM Consultancy and Training**

IPM Consultancy and Training unit is proud to announce its success on recording the highest revenue ever received during the council year 2017/2018 since its inception in 2012. It has also recorded a 25% growth over the previous year. This is also the only arm known to generate revenue for the institute other than the Business School.

### **Career Guidance Sessions**

IPM conducted many Career Guidance Sessions for undergraduates and schools located under the districts Colombo, Kandy, Kurunegala and Galle with the intention of educating students on the importance of Human Resource Management as a management discipline and as a career option.

### **Marketing, Corporate Affairs and Communications:**

The standing committee on corporate affairs and communications works towards the enhancement of the brand value of IPM. It Endeavours towards securing the position as the “Nations Leader in HRM”. Social Media was strategically used to interact and network with students. Also regular updates on courses, events, workshops, exhibitions etc. are used to reach the targeted customers. Also in order to reach the targeted customers leaflets, dockets containing details of study programmes and services provided by the IPM’s Business School are circulated periodically. IPM continues to maintain “top of the mind” recall for its brand through sustainable branding initiatives maintaining its good effect throughout the year. The institute transitioned from traditional advertising to digital media advertising methods.

### **Business School:**

The IPM Business School always thrives towards introduction of new trending products to its customers and target groups. One such product introduction was the Executive Certificate in Occupational Safety and Health (ECOSH). This programme launch took place on 20<sup>th</sup> July 2018. A syllabus revision on the courses FCHRM, CCHRM and NDTHRD. The syllabus of all three courses was revised via two panels of experts. One panel revised the FCHRM and CCHRM syllabus and its launch took place on 20<sup>th</sup> July 2018. The other panel of experts is in the process of revising the NDTHRD and its launch is expected to take place during the Month of August. The class room facilities were expanded via an agreement with Saegiis Campus to meet the rising demand, especially for weekend classes. This agreement came into effect from 20<sup>th</sup> January 2018. The Business School also took the initiative to introduce e-library facilities to students, lecturers and members via ‘EBSCO’ a web based online library. This online library can be accessed from any smart device thus meeting the expectation of the emerging generation of stakeholders.

### **The Institutes Infrastructure Development:**

The institute has expanded, refurbished and developed its properties around the country and this mission could be considered a success. All infrastructure development was carried out to further enhance the quality of learning for its students. All infrastructure developments were carried out with the aim of improving the quality of the environment available for the institutes students, members and employees.

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## 4. SCHEDULED CONFERENCES

### **National HR Conference 2019**

IPM is organizing its Annual National HR Conference (NHRC) on 11th and 12th of June 2019. This year too, the Institute will organize the most looked forward to 'National HR Exhibition', where the local and international HR Service Providers will showcase their products and services, 'Great HR Debate', the knowledge sharing platform for corporates whilst displaying their talents and competences, 'Great HR Practices' for corporate entities to share their best HR practices with the fellow HR fraternity and even the 'Great HR Awards' to recognize the true leaders, not only in HRM, but also in other key professions.

### **World HR Congress 2020**

As the most prestigious venture by the IPM, the World HR Congress 2020, will be taking place on July 6-8, 2020 at the Bandaranaike Memorial International Conference Hall, Colombo, Sri Lanka.

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## 5. WAY FORWARD

We are pleased to inform the APFHRM that the IPM is going ahead with confidence in pursuit of its Mission in being the nation's leader in HRM. As the Chartered Institute of Personnel Management (CIPM), it will get a renewed vigour in reaching out to a larger segment of professionals with more appeal.

### **Prof. Ajantha Dharmasiri**

*Chairman – Standing Committee on External Affairs and national HR Initiatives  
Institute of Personnel Management Sri Lanka (Inc.)*