

COMMUNICATION ON ENGAGEMENT (COE)



Period covered by this Communication on Engagement

From: 2020

To: 2021

Part I. Statement of Continued Support by the Chief Executive

09th January 2020

To our stakeholders:

I am pleased to confirm that the Sri Lanka Institute of Marketing reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Sanath Senanayake
CEO / Executive Director

'SLIM Marketing Roks' is a power-packed and educative project designed by the Sri Lanka Institute of Marketing (SLIM), with a view to creating awareness among students on 'Marketing and Entrepreneurship'. It further encourages them to give free rein to their hidden talents. An investment of SLR.1.3million was made during the time span of 2years for the project with an expected outcome of empowering women in a selected fisher village in Matara with an intent to provide business ideas, opportunities, elevate the status of their living standards and provide them with the necessary support to add value to their businesses.

This national level CSR project directly caters to senior school children (O/L & A/L) with a futuristic vision. Through this unique and innovative program, SLIM is on a quest to groom students to enter the challenging business world with the utmost confidence. Sri Lanka's Ministry of Education has given its approval for the project. Being a nationally responsible body, SLIM covers a gamut of subject areas during the briefing sessions and emphasis is made on ecofriendly solutions that they gain more marks.

Part II. Description of Actions

The structure of the program is four-fold, comprising a briefing session, gaming session, presentation session followed by the final event and gala awards ceremony. The gaming session is devised with an attractive method to open-up the mindset of students towards real business scenarios. This segment stimulates and enhances their creativity and strategic thinking prowess, presentation skills and leadership qualities with a view to converting them into future business leaders of this nation.

The 'SLIM Marketing Rok's' also offers every student an opportunity to experience a real-life situation of solving and presenting a 'Corporate' solution to a given business issue while competing with other school students. A team of 10 members will be competing with all teams representing both national and international schools. It hones the analytical, creative and sharp skills of budding marketers and prepares them to face future challenges in the corporate world.

Briefing sessions of the program are held in SLIM's Colombo, Kandy and Matara branches. The Gaming sessions too will be held at the same venues. The top teams selected will move to the presentation sessions and followed by the final awards ceremony in Colombo.

Each participating team is required to work on a real business case study and come up with practical solutions within a stipulated time period on the gaming session day. This method of education nurtures their potential towards marketing orientation, time management and grooms them to venture into the business world with confidence.

The stakeholders

- School Children who study for O/L and / or A/L
- Local and International Schools in Sri Lanka
- Project briefing team
- Judging panel

The Beneficiaries

- School children.

The Problem

Majority of the school children look forward to careers in conventional professions and entrepreneurship is considered as the last resort. Entering a professional career at fledgling stage is challenging as many acquire several qualifications and undergo trainings simultaneously studying for their O/L's or A/L's. However, this is confined to the affluent families of the society. Their acquisition of knowledge at very early stage present opportunities in the business world to be employed and some of the others left stranded. An early exposure to a simulated business world would help the children to understand and apply themselves.

The solution

Each participating team is required to work on a real business case study and come up with practical solutions within a stipulated time period on the gaming session day. This method of education nurtures their potential towards marketing orientation, time management and grooms them to venture into the business world with confidence. Their exposure to Entrepreneurship, business scenarios and real business world problems which they must find solutions together with the knowledge inculcated prior to the session would groom them and prepare them for employment.

Challenges

- Budgetary constraints
- Students participation due to their other school activities
- The reach, initial sessions are confined to venues where SLIM has its presence

However SLIM is determined to find sponsors and conduct the program in the period stipulated by the Minister of Education not to disrupt their studies and extracurricular activities. SLIM has extended its reach through the franchise operations and therefore being able to reach out to a higher number of schools. Nevertheless, we invite all schools through numerous communications to participate at this event.

Impact of the programme /expected outcomes

- Education & increased awareness on business challenges at early age and promote entrepreneurship.

Among working population only, a 2.8% are business owners. This is primarily due to the social stigma of being employed in conventional professions. An early education and knowledge that we impart would stimulate the school children to think differently and be innovative. It will inculcate a culture of becoming job creators rather than seekers. They become less burden to the government and not dependent on government or private sector employment.

- Attitudinal changes

These children will explore more possibilities of becoming entrepreneurs or self-employed individuals with their attitude being changed due this program. Over a period, we would be able to influence a considerable number of school children to embark on their own creation.

art III. Measurement of Outcomes

- Where do we want to go?

We want to deploy this program effectively across all schools in Sri Lanka. We have made great strides during 2019 to have this program executed in all government schools. The objective of this program is to provide a flavor of becoming an entrepreneur. We have been successful in our negotiations with the Government. Therefore, the objective would be to augment the program to have several activities without confining to a case study and stress the importance and the value of becoming his or her own boss. Our objective is to implement the program in all 1800 national schools across the country.