

# HORIZON BUSINESS

R E V I E W



AUG - APR 2026

Vol. 02 | ISSUE 01



# Mud, Loss *and* Hope

Surviving The Chaos



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# OWN TOMORROW

Learn, Grow, Lead



## ABOUT HORIZON

Horizon Campus is a leading private university in Sri Lanka geared to provide an inspiring learning experience to students within a holistic university atmosphere. The Campus opened its doors marking a cornerstone in the national educational sector of the country, with the aim of delivering a fully-fledged generation to the world of tomorrow.

Horizon Campus offers University Grants Commission recognised 32 accredited degree courses under the six faculties, Faculty of Education, Faculty of Information Technology, Faculty of Law, Faculty of Technology, Faculty of Management and Faculty of Science. Every year, more than 1600 students get enrolled in the academic programmes for Sri Lankan degrees as well as the degrees offered by top universities in UK, USA, and Asia.

We are proud to be approved by the Non-state sector of Ministry of Higher Education, Association of Commonwealth and Asia Pacific Quality Network. The TRIPLE ACCREDITED status of Horizon Campus and other recognition, guarantees you of a nationally and internationally recognized qualification.



# LUSH CAMPUS

## Recreation

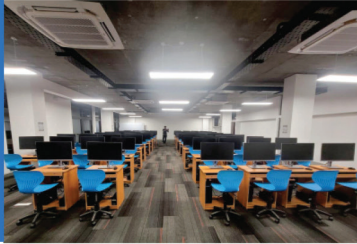
- Cricket Ground
- Swimming Pool
- Basketball Court
- Indoor Badminton Court
- Table Tennis
- Volleyball Court
- Football/Rugby Field

## Amenities

- Accommodation
- Canteen
- Shuttle Bus Service
- WiFi-enabled campus

## Learning

- Computer laboratory
- Library
- Science laboratory
- Tissue culture laboratory



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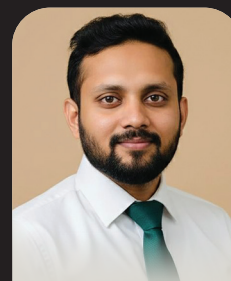
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# MUD, LOSS AND HOPE

SURVIVING  
THE DELUGE

Vol. 02 | ISSUE 01



# CHAIRMAN'S MESSAGE

The release of the second issue of the Horizon Business Review marks another significant milestone for the Faculty of Management and the academic community at Horizon Campus. It is encouraging to witness the continued growth of a publication that provides a platform for ideas, perspectives, and discussions that are relevant to today's evolving world.

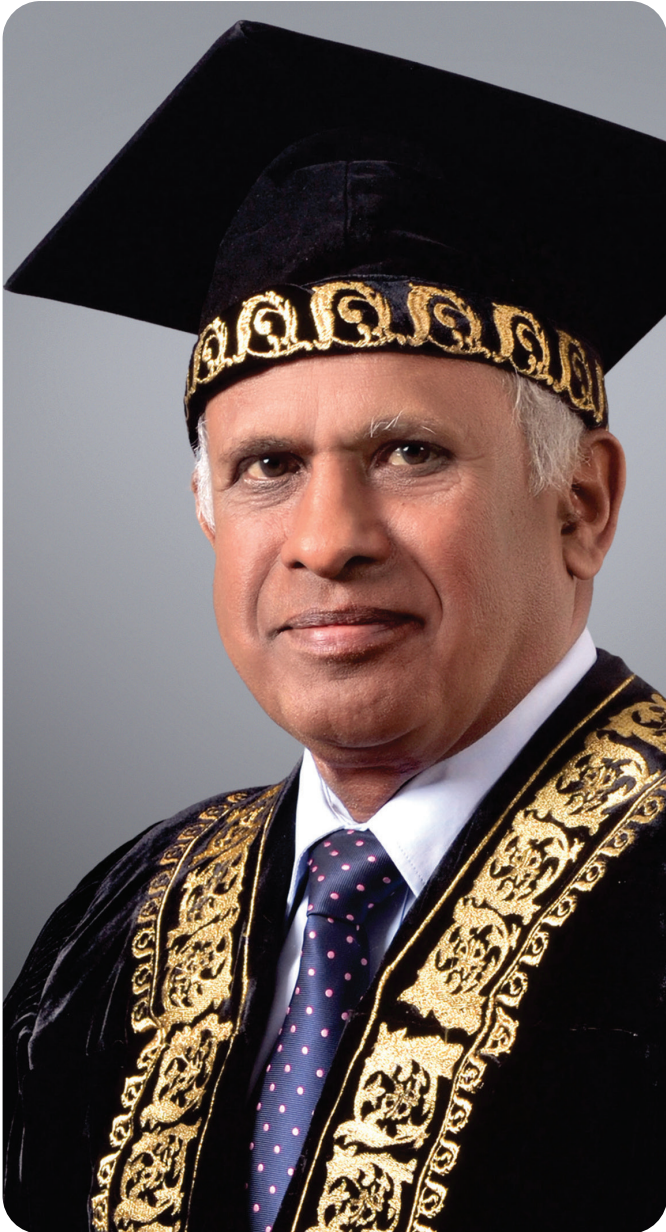
A publication of this nature not only showcases academic and creative talent but also reflects the importance of knowledge-sharing and intellectual collaboration within a campus environment. It is especially pleasing to see students and academics coming together to contribute towards a common vision of learning, inquiry, and progress.

I extend my appreciation to all those who worked diligently behind the scenes to bring this issue to completion. Their dedication and commitment deserve recognition and praise.

I hope this edition of the Horizon Business Review will encourage readers to think critically, explore new perspectives, and continue engaging in meaningful academic pursuits. I wish the publication every success in its future journey.

Mr. Upul Daranagama  
Chairman  
Horizon Campus

# VICE-CHANCELLOR'S MESSAGE



Higher education today carries a profound responsibility, not only to impart knowledge, but to shape individuals who can respond effectively to uncertainty, complexity, and change. It is through this lens that our academic mission continues to evolve, fostering intellectual curiosity, innovation, and a strong sense of purpose among our students.

At Horizon Campus, we remain dedicated to creating a dynamic learning environment that bridges academic theory with practical application. By emphasizing critical thinking, collaboration, and industry engagement, we prepare our students to become confident professionals and responsible global citizens.

This edition explores the theme of overcoming the challenges posed by the recent Ditwah Floods of 2025, presenting insights into how industry organizations responded with resilience and adaptability. It reflects the determination and strength demonstrated during times of disruption, while also highlighting pathways toward recovery and growth.

As we move forward, our focus remains on empowering future leaders who will contribute meaningfully to society and drive sustainable progress.

Prof. S.J.B.A Jayasekera  
Vice Chancellor  
Horizon Campus

# CEO'S MESSAGE



It is with great pleasure that I extend my warm wishes on the release of the second issue of the Horizon Business Review. This publication stands as a reflection of the dedication, creativity, and academic enthusiasm within the Faculty of Management, while also serving as a valuable platform for the exchange of knowledge and ideas.

The successful continuation of this publication demonstrates the faculty's commitment to encouraging research, critical thinking, and intellectual engagement among students and academics. In today's rapidly evolving environment, such initiatives play an important role in promoting awareness and meaningful discussions on contemporary issues that impact both academia and society.

I would like to sincerely appreciate the team involved for their hard work, commitment, and collaborative efforts in making this issue a success. Their passion and dedication are truly appreciated.

I am confident that this edition of the Horizon Business Review will continue to inspire readers, encourage academic curiosity, and contribute positively to scholarly and professional discourse. I wish the publication continued growth and success in the years ahead.

**Mr. P. Saravanan**  
Chief Executive Officer  
Horizon Campus

# DEPUTY VICE CHANCELLOR'S MESSAGE



It is a privilege to commend the Faculty of Management on the publication of the second issue of the Horizon Business Review, marking another significant milestone in its academic journey. The continuation of this publication reflects not only the faculty's commitment to academic excellence but also its dedication to fostering a vibrant intellectual culture.

A publication such as this serves as an important platform for the exchange of ideas, critical thinking, and scholarly dialogue. It is encouraging to see contributions that bridge theory and practice, offering insights that are both relevant and impactful in today's dynamic business environment. The efforts of the editorial team, contributors, and all those involved in bringing this issue to fruition are truly commendable.

As we navigate an increasingly complex global landscape, initiatives like the Horizon Business Review play a vital role in inspiring the next generation of business leaders and academics. I am confident that this issue will continue to strengthen the faculty's academic presence and contribute meaningfully to the broader community.

I wish the Faculty of Management continued success in its future endeavors and look forward to many more editions of this valuable publication.

**Dr. Ruwan Perera**  
Deputy Vice Chancellor  
Horizon Campus

# DEAN'S MESSAGE



Education extends far beyond the delivery of knowledge. It represents a continuous journey of empowering individuals, nurturing potential, and fostering a community grounded in collaboration and mutual growth. At Horizon Campus, our mission goes beyond teaching. We strive to inspire, guide, and equip students with the skills and resilience required to excel in an ever-evolving global landscape.

Our academic programs are thoughtfully designed to cultivate critical thinking, responsible leadership, and interdisciplinary understanding. We take great pride in witnessing our graduates emerge as competent professionals who not only possess strong subject expertise but also demonstrate integrity, confidence, and a clear sense of purpose.

The second edition of the Horizon Business Review reflects this unwavering commitment to excellence. Within these pages, readers will find insightful articles, analytical perspectives, and highlights of the Faculty of Management's initiatives, achievements, and academic engagements. This publication serves as a testament to our shared pursuit of knowledge, innovation, and continuous development.

I extend my sincere appreciation to our students, academic staff, industry partners, and all contributors who play a vital role in strengthening this dynamic academic community. May this edition encourage thoughtful dialogue, inspire new perspectives, and support continued academic and professional growth in the years ahead.

**Mr. Terence Kahapola Arachchi**  
Dean – Faculty of Management  
Horizon Campus

# MESSAGE FROM THE HEAD OF DEPARTMENT



I am delighted to congratulate the Faculty of Management on the publication of the second issue of the Horizon Business Review, which reflects its continued commitment to academic excellence, research development, and insightful discourse on current issues.

This year's theme, "Mud, Loss and Hope," captures the realities of disaster and the resilience of individuals and communities in overcoming challenges. It reminds us that even in times of hardship and loss, hope and collective strength can pave the way toward recovery and growth.

I commend all those involved for their dedication and hard work in making this publication a success. I am confident that this issue will inspire meaningful discussions and provide valuable insights to its readers.

I wish the Horizon Business Review continued success in the future.

**Mr. Priyanka Darshana**  
Head of Department – Faculty of Management  
Horizon Campus

# MESSAGE FROM THE EDITOR-IN-CHIEF



It is with great pleasure that I present the second issue of the Horizon Business Review. This publication reflects the Faculty of Management's commitment to promoting academic excellence, research, and meaningful dialogue on contemporary issues.

This year's theme, "Mud, Loss and Hope," focuses on the realities of disaster and the resilience that emerges in its aftermath. While disasters bring destruction and loss, they also reveal the strength, unity, and hope that help communities rebuild and move forward. Through this issue, we hope to inspire thoughtful discussions on recovery, sustainability, and social responsibility.

The journey of producing this issue has been both challenging and rewarding. I extend my sincere appreciation to all whose dedication and hard work made this publication possible. I am confident that this edition will continue to inform, inspire, and contribute meaningfully to both academia and society.

**Ms. Thisuri Jayathilake**  
Senior Lecturer (Grade II) – Faculty of Management  
Horizon Campus

# HORIZON BUSINESS

R E V I E W

## Mud, Loss *and* Hope

Surviving The Chaos

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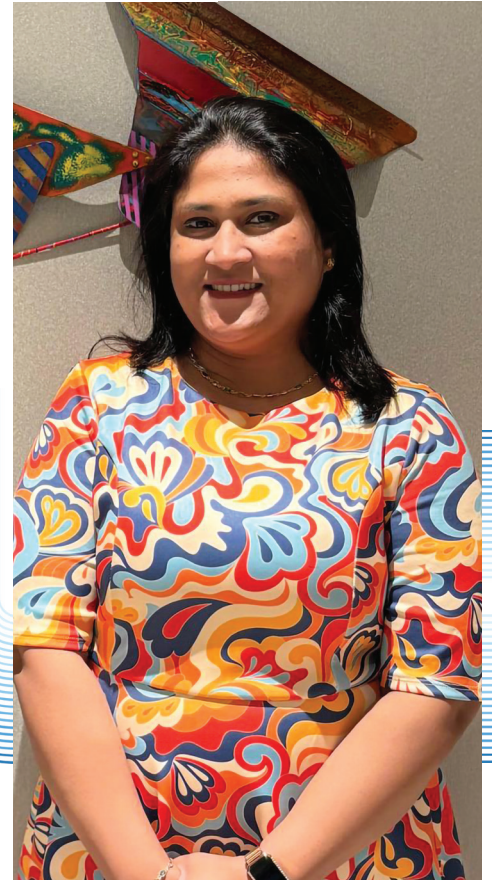
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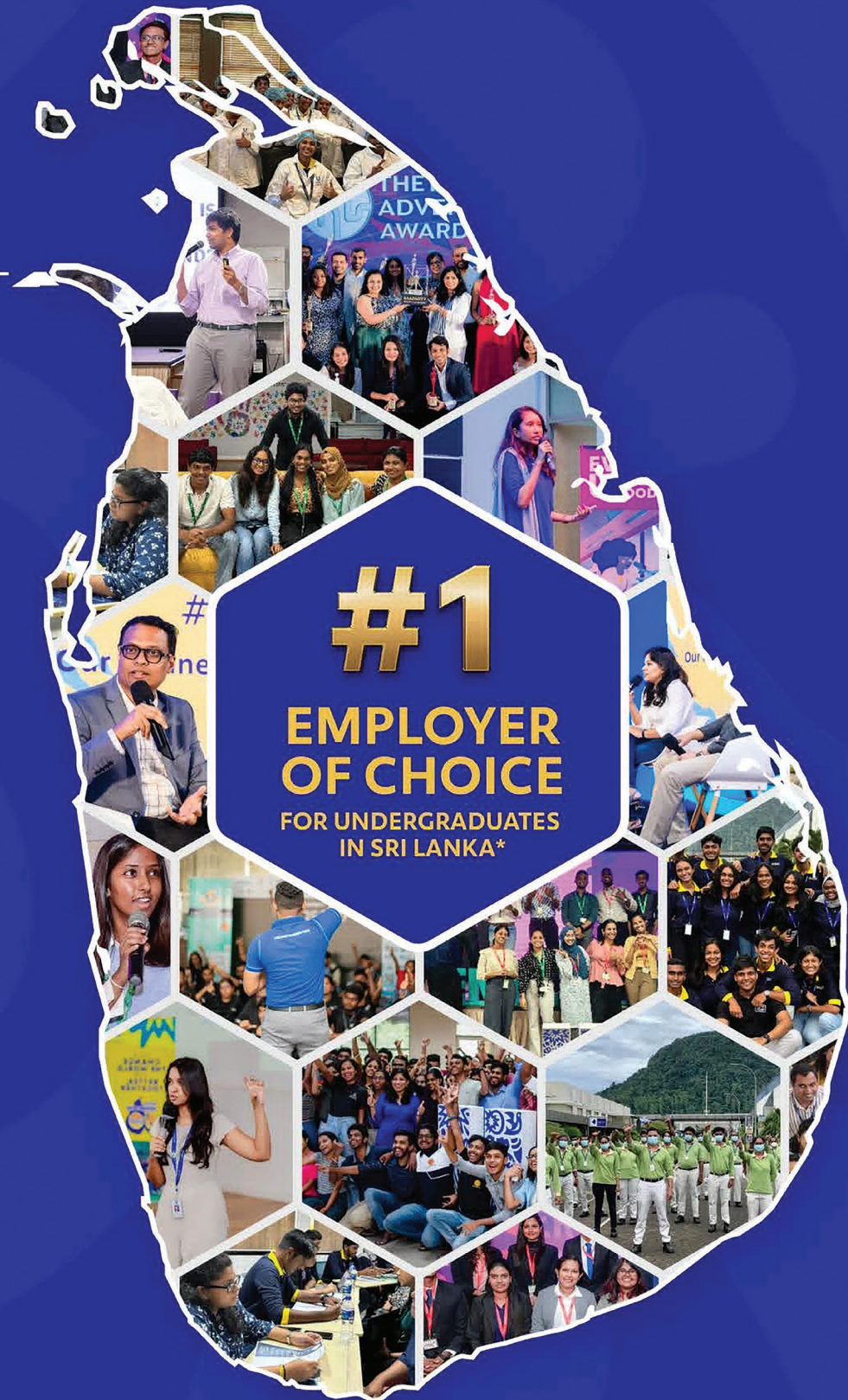
# TURNING CRISIS INTO OPPORTUNITY: HOW UNILEVER SUCCESSFULLY REBUILT TRUST AFTER THE 2025 FLOOD



**Ms. Kalpani Kottayawatte**  
Senior Channel Marketing Manager

## Rebuilding Stakeholder Trust through Transparent Action

Following the 2025 flood crisis, Unilever successfully restored stakeholder confidence through a structured and transparent recovery strategy. Unilever provided consistent public updates regarding operational disruptions and environmental impact while commissioning independent third-party audits to ensure credibility and accountability. Comprehensive support packages were extended to affected employees, suppliers, retailers, and local communities, demonstrating strong corporate responsibility. In addition, Unilever invested in climate-resilient infrastructure and strengthened long-term crisis preparedness frameworks, reinforcing its commitment to future risk mitigation.



### Clear and Empathetic Leadership Communication

Unilever's leadership played a decisive role in rebuilding consumer confidence through clear, empathetic, and fact-based communication. A single, consistent Head of Media & Internal Communications ensured message clarity, while frequent updates were shared across official channels to reduce uncertainty. The leadership team prioritized empathy by acknowledging the human safety and community impact of the flood with a care-first attitude before addressing operational recovery. By maintaining open two-way communication and actively responding to internal stakeholder concerns, the company strengthened credibility during a challenging period.

### CSR Initiatives that Strengthened Community Bonds

Corporate Social Responsibility initiatives became central to Unilever's recovery strategy. The company delivered essential goods such as hygiene products, food, and clean water to affected communities, providing immediate relief support. Financial flexibility and recovery assistance were extended to local retailers and suppliers to stimulate economic revival. Furthermore, investments in environmental restoration projects, including reforestation and improved product hygiene for retailers, demonstrated a long-term commitment to sustainability. Strategic partnerships with NGOs and local authorities ensured measurable and transparent impact.

## Demonstrating Accountability and Corrective Measures

Unilever strengthened its corporate credibility by openly acknowledging operational challenges and implementing a clear corrective action plan. Defined timelines and regular progress reports were published to maintain transparency and demonstrate measurable improvements. Unilever also updated its sustainability and disaster management policies, reducing future vulnerabilities and reinforcing its commitment to responsible corporate governance.



# Unilever

## Empowering Employees

Unilever always recognizes employees as key stakeholders during challenging times. The company has rolled out comprehensive welfare programs designed to offer financial, emotional, and logistical support to staff affected by recent events. In addition, Unilever has fostered transparent internal communication through town halls and leadership Q&A sessions, ensuring clarity and alignment throughout the organization.

Employees have also been encouraged to participate actively in community recovery initiatives, which have not only strengthened morale but also reinforced Unilever's values both internally and externally. Demonstrating genuine care as an employer, Unilever has gone the extra mile by providing extra leave, enabling work-from-home options, and offering reward encashment options. These measures have helped employees feel more comfortable returning to work and have showcased the company's commitment to their well-being.

It is inspiring to see such thoughtful initiatives in action, reaffirming Unilever's dedication to creating a supportive and resilient workplace.

## Leveraging Sustainability for Long-Term Trust

Unilever leveraged sustainability as a cornerstone for long-term trust and strategic advantage. In the wake of a crisis, Unilever aligned its recovery efforts with its established sustainability commitments, turning a challenging situation into a pivotal moment for positive change. The company accelerated carbon reduction initiatives, reinforced sustainable sourcing practices, and invested in supply chains that are resilient against floods. These actions not only addressed immediate concerns but also set the stage for lasting improvements.

Unilever also launched purpose-driven brand campaigns that were closely tied to both environmental and social recovery efforts, helping to reinforce the authenticity of their brand. Adding to this, the company provided transparent sustainability reporting, sharing measurable performance data that further enhanced trust with stakeholders over the long term.

This case highlights the importance of strategic crisis management, open communication, stakeholder engagement, and integrating sustainability into core business operations. Unilever's response is a great example of how strong leadership and genuine actions can turn adversity into an opportunity, rebuild reputation, and secure a lasting competitive edge.

### *Written by*

**Hiruni Thimashi**  
**Kehan Hansana**  
**Sachini Kaushalya**  
**Sadini Dilshika**



Gimhani Sadanka



## Mr. Lasantha Samarasinghe

Chief Financial Officer  
Supun Group of Companies

# DIGGING OUT OF DISASTER:

HOW TURNED CRISIS INTO A  
BLUEPRINT FOR RESILIENCE

### The Initial Blow: Assessing the Financial and Operational Fallout

For the Supun Group, the 2025 floods did not just bring water; they brought a financial catastrophe. The company operates almost entirely on credit, with a staggering 90% of sales conducted through wholesale channels. When the disaster struck, this model backfired. Debtor payments froze, cheques



were returned, and the expected cash inflows vanished, putting immense pressure on working capital. With day-to-day expenses reliant on the missing 10% of cash sales, the company struggled to finance raw materials, 90% of which are imported.

Operationally, the blow was equally severe. Manufacturing ground to a halt for three months. The factory itself was damaged, access was blocked for days, and theft of assets like electrical cables added insult to injury. Compounding the crisis, 70% of local employees saw their own homes flooded, destabilizing the workforce. In the aftermath, activity was reduced to sorting damaged stock, a far cry from normal production.

### **The First 48 Hours: Crisis Management and Containment**

When the floodwaters rose, Supun Group's first move was to stop the bleeding. The company immediately implemented a complete shutdown of all manufacturing operations, halting production to prevent further damage and chaos. With the factory submerged and access blocked for days, physical preservation became the priority.

However, the crisis was compounded by a harsh financial reality: the company had no flood insurance. Located in a recognized flood-risk area, the additional premium had been deemed unfeasible by stakeholders, leaving the firm to absorb the full cost of damaged inventory and capital assets out of its own cash flow. With no external safety net,



management pivoted to damage control. The immediate focus shifted from production to triage. Teams were deployed to sort through the wreckage, identifying usable stock from the destroyed. Partially damaged goods were set aside for rework and finishing, allowing the company to salvage whatever value remained. In those first 48 hours, survival meant accepting the loss, securing what was left, and methodically picking through the pieces.

### **The CFO's Playbook: Financial Strategies for Survival**

With floodwaters receding but no insurance pay-out in sight, Supun Group's finance team moved quickly to stabilize the bleeding balance sheet. The first move was securing a short-term emergency loan to inject immediate liquidity into the paralyzed operation, ensuring that working capital remained alive and essential bills could be paid.

Simultaneously, the company leaned on the strength of its relationships. Management negotiated extended credit periods with local suppliers, buying precious time, while also opening a dialogue with the property owner to temporarily defer rent payments. In a calculated move to preserve cash, non-critical supplier payments were strategically delayed, prioritizing employee salaries and core operational costs. Though government disaster relief was requested, it has yet to materialize, forcing the company to rely entirely on its own financial agility. These moves—securing external funds, renegotiating terms, and ruthlessly prioritizing cash flow—formed the core of a survival strategy built not on handouts but on flexibility and communication.



## Beyond the Balance Sheet: Putting People First

For years, employees of Supun Group had learned to live with seasonal flooding, managing when water rose to four feet. But the 2025 cyclone brought something unprecedented: a ten-foot surge that turned manageable disruption into personal catastrophe. With 70% of the local workforce seeing their own homes submerged, the crisis became deeply human.

The company's priority was not inventory but people. Management immediately arranged temporary accommodation, ensuring displaced workers and their families had access to food and clean water throughout the emergency. Regular communication check-ins provided reassurance amid the chaos.



When the water finally receded, the support did not stop. The company provided direct financial assistance for home repairs and replacing essential belongings, helping employees piece their lives back together. These actions sent a clear message: corporate strength is measured not by balance sheets but by how a company treats its people when everything falls apart. For Supun Group, resilience meant standing with its workforce long after the cameras left.

## Untangling the Knot: Restoring the Supply Chain and Production

For Supun Group, the very logistics that enable efficiency became a critical liability when the floods hit. The company operates on a delicate balance: 90% of inventory is imported, and 90% of sales flow through wholesale channels. When the waters rose, that balance shattered. The Kadawatha retail outlet, a regional hub, sat submerged under ten feet of water, forcing a three-month closure and severing access to the consumer base. With imports halted and the retail anchor underwater, manufacturing of household goods, home appliances, and electronics ground to a complete stop.

Recovery demanded a ground-level rebuild. Teams were deployed to de-silt and disinfect the facility, while logistics managers worked backward through the supply chain, contacting international suppliers to pause shipments. Local partners helped map alternative, flood-resistant routes for future distribution. Meanwhile, production lines remained idle as technicians repaired machinery damaged by humidity and power surges. It was a painstaking process of clearing the wreckage—literally and logistically—before the company could even think about serving its waiting customers.

## Creativity in Crisis: Innovation as a Recovery Tool

When Cyclone Ditwah brought operations to a standstill, Supun Group refused to simply wait for the storm. Instead, the crisis became a catalyst for creative reinvention. Rather than



pursuing large-scale transformations, the company focused on small, value-adding innovations that delivered an immediate impact. A strategic partnership with Melwa allowed them to apply an additional non-stick layer to existing cookware, enhancing product quality and appearance at minimal cost. This simple adjustment helped clear inventory by offering better value at competitive prices, proving that meaningful innovation needs not be complicated.

Simultaneously, the company embraced diversification as a path to stability. By introducing thicker-gauge cookware and expanding into new categories like televisions and air conditioners, Supun Group strengthened its national footprint. Cyclone Ditwah ultimately reshaped the company's mindset: challenges became opportunities. Through practical, low-cost innovation and strategic diversification, the organization emerged not just recovered but more adaptable and resilient for the future.

**The Lifeline of Communication: Maintaining Trust**  
During the Cyclone Ditwah period, Supun Group of Companies implemented a structured communication strategy to maintain strong relationships with customers, suppliers, and other stakeholders. The sales team played a key role by directly communicating with customers and suppliers. As the crisis affected all businesses, stakeholders already understood the economic challenges, which made discussions more practical and solution focused.

Communication was also maintained between suppliers and the accounts department, especially regarding payment arrangements and outstanding balances.

Transparency and mutual understanding were essential due to financial pressures during this period. The company used email as a formal communication tool to explain operational difficulties and negotiate workable solutions.

During director meetings, management decided not to pressure customers on payments, recognizing that doing so could harm long-term relationships. However, they also carefully balanced finances, as not all payments could be delayed. Additionally, WhatsApp groups enabled quick coordination with suppliers. Overall, Supun Group maintained effective, multi-level communication throughout the crisis.

### **Building Back Better: Lessons Learned and Future Preparedness**

Every disaster leaves wreckage, but for Supun Group, it also left a blueprint for survival.





The floods forced the conglomerate to confront a hard truth: locations once considered safe were now vulnerable. In response, the company has fundamentally rewritten its site selection criteria. Moving forward, every facility will undergo rigorous climate-risk analysis and future forecasting before approval—a direct result of watching the Kadawatha store disappear under ten feet of water.

The physical relocation has already begun, with operations moving from Kaduwela to higher ground in Horana. But the lessons extended beyond geography. The disaster destroyed critical documents stored in a single vulnerable location, teaching the group that redundancy is non-negotiable. Today, the company maintains extra storage buffers and real-time stock updates to prevent bottlenecks.

Most crucially, all critical records are now digitized and distributed across multiple secure locations. The philosophy is simple: never again put all essential eggs in one basket—whether that basket is a warehouse, a server room, or a floodplain.

## Conclusion

The 2025 Cyclone Ditwah brought Supun Group to its knees. Finances froze, operations halted, and employees faced personal catastrophe. Yet the story that emerged was not one of defeat but of resilience. Through immediate crisis containment, creative financial maneuvering, and an unwavering commitment to people, the company dug itself out of the disaster. Innovation turned damaged stock into opportunity; diversification opened new markets; and transparent communication preserved trust. Now, with operations relocated to higher ground, documents digitized, and climate risk embedded in every decision, Supun Group has done more than recover. It has built a blueprint for surviving the next storm, proving that true strength lies not in avoiding disaster but in rising stronger from the waters.

## Written by

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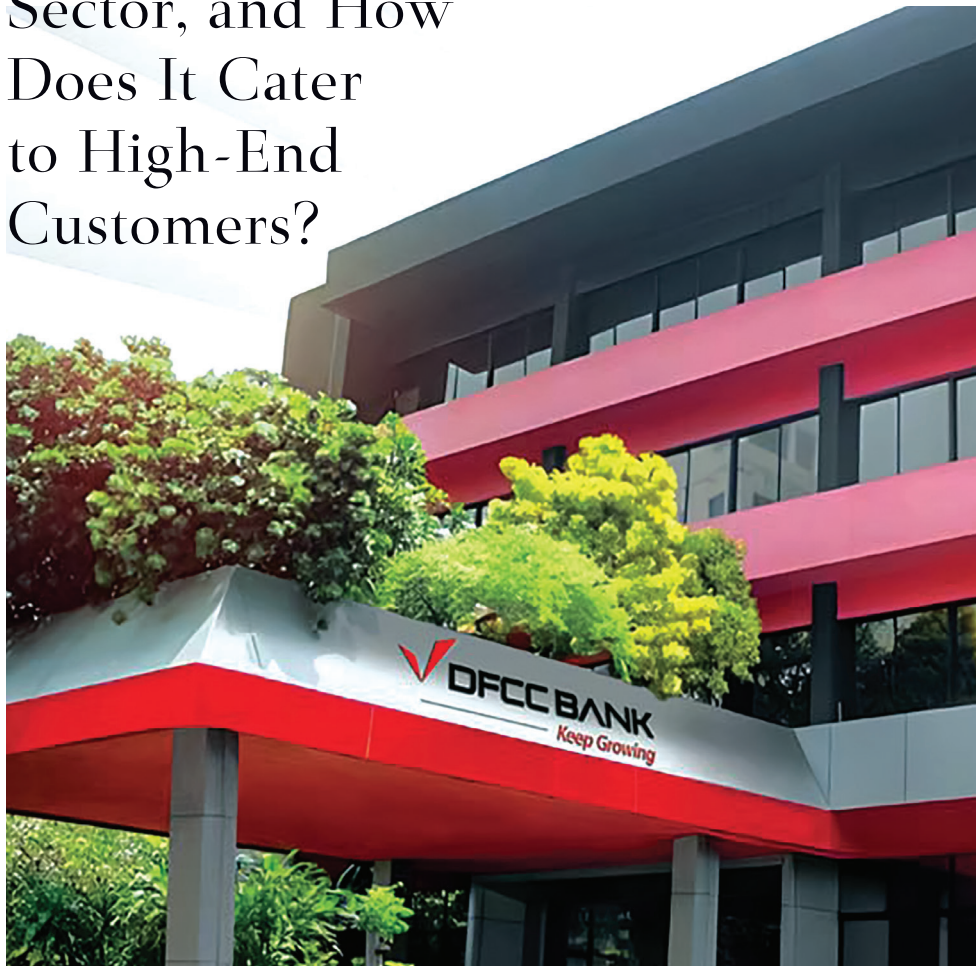
# EMOTIONAL MARKETING AFTER A CRISIS

**Mr. Roshan Sanjaya**

Pinnacle Relationship Manager  
DFCC Nawala Branch

“

What is DFCC Bank's Pinnacle Sector, and How Does It Cater to High-End Customers?



**D** FCC's Pinnacle Sector: A Model of Personalized Wealth Management

*The Pinnacle Sector at DFCC Bank is the bank's premium private banking and wealth management division, exclusively serving high-net-worth individuals. In this segment, customers must fulfill specific eligibility criteria: a minimum salary of approximately LKR 100,000, a fixed-term (FT) deposit of around LKR 10 million, and an investment account with a minimum of LKR 50,000.*

## Essential yet Privileged: A Thoughtful Approach to High-End Service

Recognizing that affluent clients are time-constrained and value experience over interest rates, DFCC's Pinnacle Sector operates on a six-month personalized service plan. The core responsibilities include managing sales and providing bespoke investment advice. The bank ensures all employees focus on delivering smooth, high-quality support, prioritizing private and personalized interactions to meet the sophisticated needs of busy professionals.

## Beyond Products: Building Relationships and Experiences

In the corporate world, high-end customers expect more than financial products; they seek emotional assurance and tailored experiences. DFCC addresses this by organizing exclusive events that enable networking among clients and arranging special sessions with educational activities for their children. These initiatives demonstrate that the bank is not merely selling a product but understanding each customer's mindset and individual requirements to provide appropriate, value-added service.

## How Has the Recent Economic Crisis Impacted Consumer Behavior and Emotions in Sri Lanka's Banking Sector?

### From Growth to Caution

Before the crisis, most investments were mainly focused on starting new projects and launching new business ideas. Customers had a strong mindset toward innovation and growth. They were willing to invest in new opportunities, such as starting businesses or funding new projects. The main focus was on expansion and earning higher returns.

## Fear and Uncertainty Take Hold

However, after the COVID-19 pandemic, customer behavior changed significantly. There was a sense of fear and uncertainty among investors. Customers became more cautious and concerned about whether they would receive a proper return on their investments. Their mindset shifted from taking risks to ensuring safety and financial security.

## What Emotional Shifts Have You Observed in Customers' Preferences and Buying Behavior Since the Crisis?

### Prioritizing Security and Stability

Since the economic crisis, we have observed that our Pinnacle customers have become more cautious and risk-aware when it comes to investments. There is a clear shift toward prioritizing capital preservation and seeking safe-haven assets. Customers are now more focused on protecting their wealth rather than chasing high returns.

### Seeking Safe and Personalized Solutions

We have also seen an increased interest in alternative investments like gold,

fixed deposits, and dollar-denominated products. The emotional aspect is centered around security, stability, and trust—customers want to feel confident that their money is safe and growing steadily.

## Relationship-Based Banking

Additionally, there is a growing preference for personalized advice and relationship-based banking. Our Pinnacle customers want to feel understood. This has led us to enhance our advisory services and tailor our offerings to meet their specific needs and risk profiles.

## How Has DFCC Bank Ensured Its Communication Reflected Empathy and Support During the Challenging Times of December 2025?

### Empathetic Communication at the Forefront

During December 2025, DFCC Bank prioritized empathetic communication to support our customers through economic challenges. We ensured our messaging was clear, compassionate, and solution oriented. Our relationship managers were trained to actively listen to customers'



concerns, acknowledge their fears, and provide tailored guidance on navigating the situation.

## Multi-Channel Support and Expert Guidance

We also leveraged multiple channels—SMS, email, and in-app notifications—to keep customers informed about support measures and relief options available. Additionally, we hosted webinars and customer forums to address queries and offer expert advice on managing finances during this period.

## During the December 2025 Ditwah Flood, How Did DFCC Bank Ensure Its Communication Reflected Empathy and Support?

### Empathetic Communication in Crisis

During the December 2025 Ditwah flood, the bank placed compassion at the center of its communication strategy. Rather than issuing only formal notices, staff made personal phone calls to affected customers to confirm safety, listen to concerns, and offer emotional reassurance. These conversations were intentionally human: employees were briefed to lead with empathy, acknowledge loss, and prioritize well-being before moving to transactional matters.

### Practical Support and Partnership

When callers learned that homes, vehicles, or livelihoods had been destroyed, they combined empathetic listening with clear, practical guidance on relief measures, payment holidays, and emergency disbursements. The bank also signposted customers to local support services and coordinated with relief partners to amplify assistance on the ground. By framing communications around people—not accounts—the institution helped reduce distress and restore a sense of control for those affected.

### Sustained Commitment

Staff follow-ups continued in subsequent weeks to monitor progress and adjust support, signaling a sustained commitment to customers' recovery and well-being.

## What Strategies Does DFCC Bank Use to Maintain Customer Loyalty and Trust in the Pinnacle Sector During Uncertain Economic Times?

### Prioritizing Personalized Service and Transparency

DFCC Bank focuses on delivering exceptional, personalized service to Pinnacle customers, ensuring their unique needs are met with tailored solutions. We maintain transparency in our communication, keeping customers informed about market developments and the steps we are taking to support them.



## Proactive Relationship Management

Our relationship managers build strong, trust-based relationships through regular checkins and proactive advice. We offer flexible solutions and prioritize customers' financial well-being, adapting to their changing circumstances.

## To Sustain Growth and Appeal to Emotions in the Pinnacle Sector, What Initiatives Does DFCC Bank Plan to Implement?

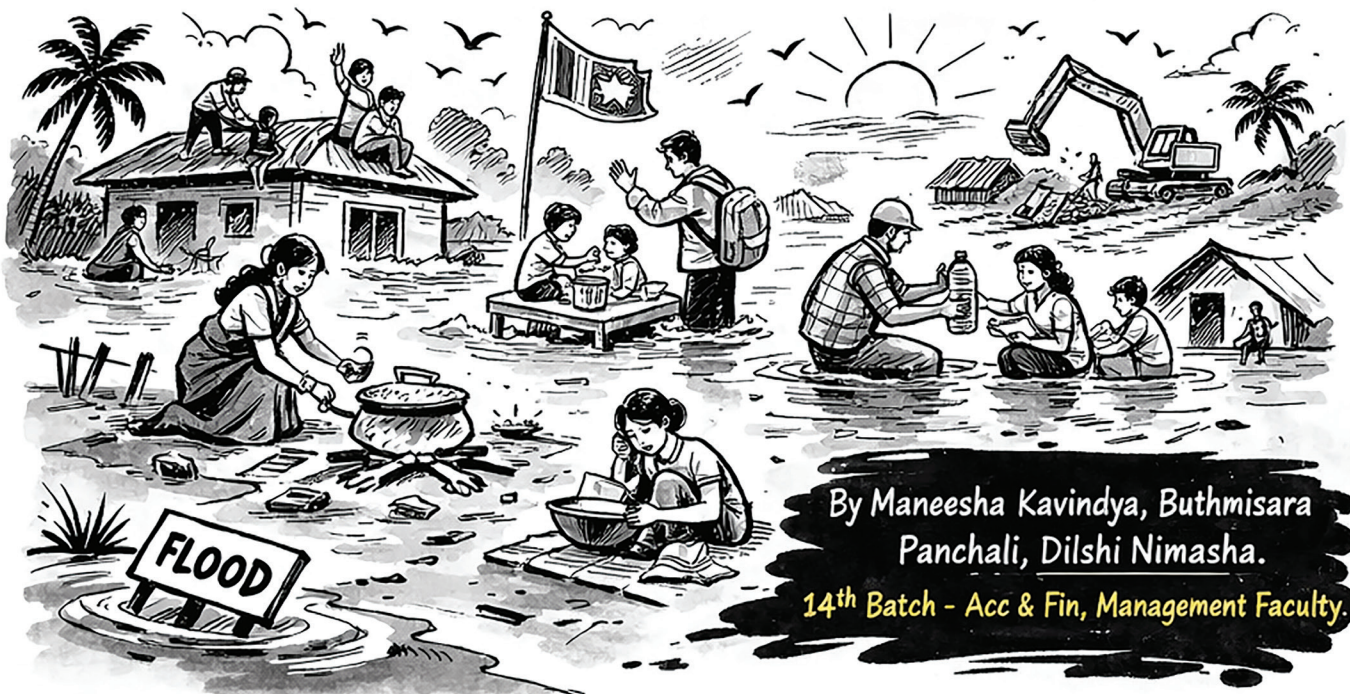
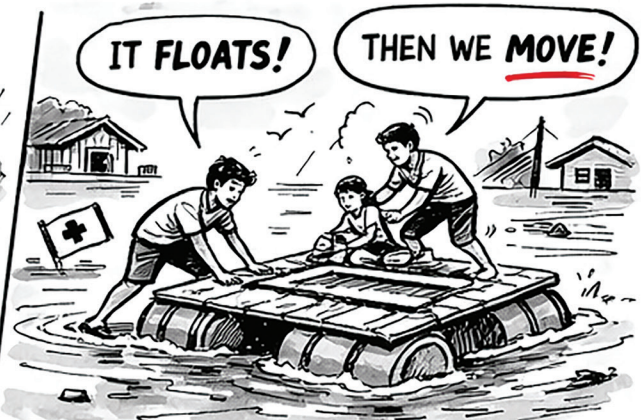
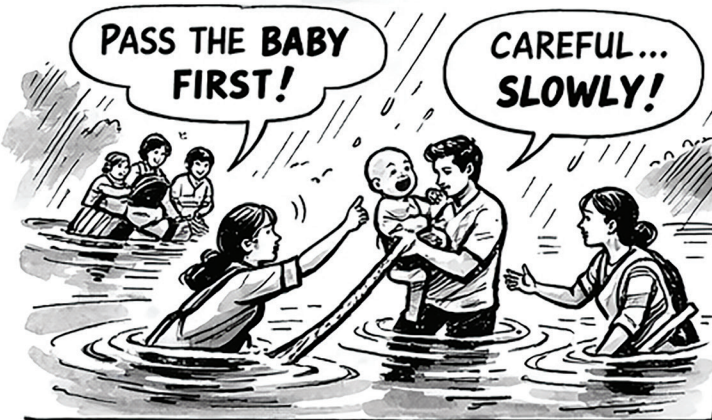
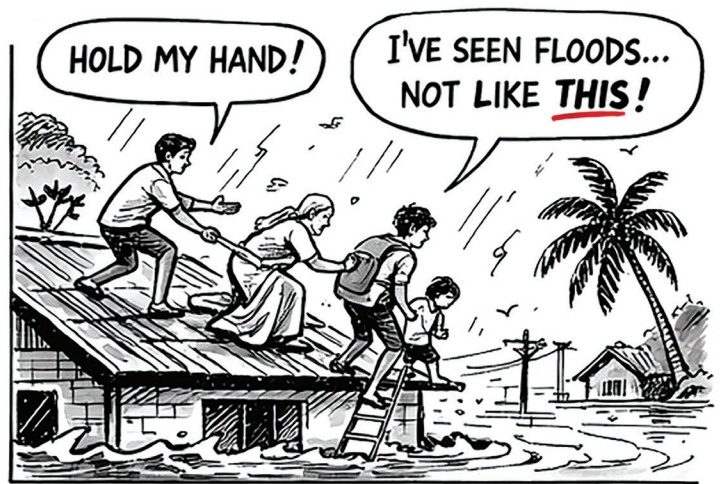
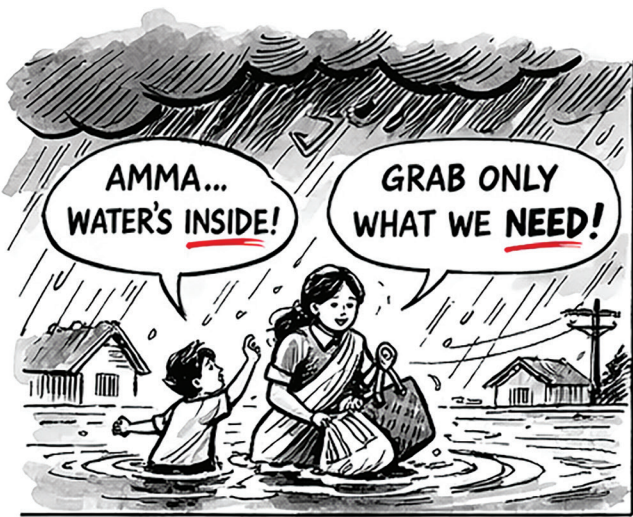
### Future Initiatives for the Pinnacle Sector

To sustain growth and appeal to emotions in the Pinnacle Sector, DFCC Bank plans to implement several initiatives:

1. Enhanced Digital Experience: We are investing in digital platforms to offer seamless, personalized banking experiences.
2. Sustainable and Impactful Investments: We are introducing sustainable investment products like green bonds and ESG funds.
3. Hyper-Personalization: Using data analytics and AI for tailored advice and solutions.
4. Exclusive Experiences: Curating events and networking opportunities for Pinnacle customers.
5. Financial Wellness Programs: Educational workshops and one-on-one sessions for financial confidence.

### Written by

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*An Exclusive  
Interview  
with Mahesh  
Jayawardhana  
Producer of  
Manusath  
Derana*



**Mr. Mahesh Jayawardhana**  
General Manager

**HOW**  
Companies

**HELP**  
Communities

**HEAL**

**In** times of crisis, communities look for more than financial assistance—they look for hope, reassurance, and solidarity. In Sri Lanka, one of the most impactful corporate social responsibility initiatives is Manusath Derana, a humanitarian program conducted under TV Derana.

For the Horizon Campus E-Magazine, we had the privilege of interviewing Mahesh Jayawardhana, Producer of Manusath Derana, to understand how companies can actively contribute to healing communities.

## Mission of Manusath Derana

According to Mr. Jayawardhana, the core mission of Manusath Derana is simple yet powerful: to connect those who are in need with those who are willing to help.

The program was designed not merely as a charity platform but as a bridge between compassionate citizens and vulnerable families. It aims to:

- *Provide immediate relief during emergencies*
- *Restore dignity to disadvantaged individuals*
- *Offer long-term solutions instead of temporary aid*
- *Promote compassion as a national value*

Manusath Derana believes that media should not only inform and entertain but also uplift society.

## How Is This Program Financially Supported?

One of the most important aspects of sustainability is funding. Mr. Jayawardhana explained that Manusath Derana operates through:

- *Public donations*
- *Corporate partnerships*
- *Individual philanthropists*
- *Contributions from viewers locally and internationally*

Unlike traditional charity models, the program acts as a transparent mediator. TV Derana provides the platform, while donors directly contribute to verified cases. This transparent structure has helped build public trust over the years.

## Supporting Communities During National Crises

During national emergencies such as floods, landslides, and

economic crises, Manusath Derana has played a vital role.

Mr. Jayawardhana highlighted that during flood disasters, the program:

- *Provided dry rations and essential supplies*
- *Rebuilt damaged homes*
- *Supported affected families with financial assistance*

During periods of economic hardship, Manusath Derana focused on:

- *Assisting families unable to afford medical treatments*
- *Supporting children's education*
- *Providing livelihood assistance*

The initiative responds quickly, using media coverage to mobilize nationwide support within hours.

## A Memorable Success Story

When asked about an unforgettable success story, Mr. Jayawardhana stated that many moments had deeply touched the team. He mentioned that one of the most special incidents occurred during the disaster that took place in May 2016. At that time, in order to support those who were displaced in the affected areas, a public announcement was made requesting people traveling to Colombo to bring an additional food parcel along with the one they carried for themselves.

As a result of this appeal, places such as Maradana Railway Station, Fort Railway Station, Bambalapitiya Railway Station, and the area in front of the Presidential Secretariat, along with eight other locations, were filled with food parcels. He further stated that this incident is considered one of the most unforgettable events in the

history of the Manusath Derana project.

## Restoring Hope and Emotional Strength

Community healing goes beyond material support. Mr. Jayawardhana emphasized that emotional restoration is equally important.

When vulnerable families are featured respectfully on national television:

- *They feel heard and valued.*
- *They realize they are not alone.*
- *They regain confidence in society.*

The psychological impact of knowing that strangers care enough to help often strengthens families emotionally. Hope becomes a powerful healing force.

## Challenges Faced by TV Derana

Although Manusath Derana has been successful, it continues to face several significant challenges.

These include:

- *Verifying the authenticity of cases*
- *Responding quickly during disaster situations*
- *Maintaining financial transparency*
- *Managing emotional strain within the production team*
- *Reduced donor capacity due to economic difficulties*

In addition, due to the involvement of Dilip Jayaweera, Chairperson of TV Derana, in politics, the institution and its social service initiatives have faced various political pressures in the present context.



According to Mahesh Jayawardhana, these political challenges pose a serious threat to the smooth and continuous implementation of social service activities. Political criticism, external pressures, and changes in public perception can sometimes affect the operational efficiency of the project.

However, despite these challenges, the program continues to prioritize transparency, neutrality, and public trust to carry forward its humanitarian mission. Public trust remains the foundation of the project's long-term success and social impact.

### **Ensuring Long-Term Sustainability**

Sustainability is essential for any social initiative. According to Mr. Jayawardhana, Manusath Derana ensures long-term success through:

- *Strong public trust and transparency*
- *Continuous community engagement*
- *Partnerships with responsible corporate sponsors*
- *Careful case selection and follow-up monitoring*



Rather than offering one-time charity, the program often supports long-term rehabilitation - such as rebuilding homes, funding education, or establishing small businesses for families.

This approach transforms beneficiaries into self-sufficient individuals over time.

### **Future Expansion and Improvements**

Looking ahead, Mahesh Jayawardhana said that Manusath Derana plans to strengthen and expand its impact across Sri Lanka. Key priorities include enhancing digital connectivity through online platforms to reach a broader and younger audience, expanding institutional partnerships to provide expertise and resources for rapid response during crises, reaching out to remote and underserved communities to ensure equitable support, and implementing structured long-term development projects such as housing, education, and livelihood programs. By encouraging youth participation and adapting to evolving media trends, Manusath Derana continues to empower communities, restore hope, and build sustainable social impact for generations to come.

*Written by*

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Theekshana Samadhi Gallage  
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# STORIES OF EMPATHY AND CONNECTION: SUPPORTING EMPLOYEES IN DIFFICULT TIMES



How Human-Centered Leadership Made a Difference During Crisis

*“Without empathy, you cannot be an effective HR professional—that’s the basic requirement.”*

In today’s fast-changing business environment, organizations are expected not only to achieve results but also to care for their people. Especially during times of crisis, empathy becomes a key leadership quality. This article highlights a powerful story of empathy and connection through an interview with Mr. Ken Vijayakumar, Senior General Manager – HR, Admin, Purchasing & Sustainability at Baur’s.

**Mr. Ken Vijayakumar**

Senior General Manager  
HR, Admin, Purchasing & Sustainability



**Bours**  
Established 1897

## A Career Built Around People

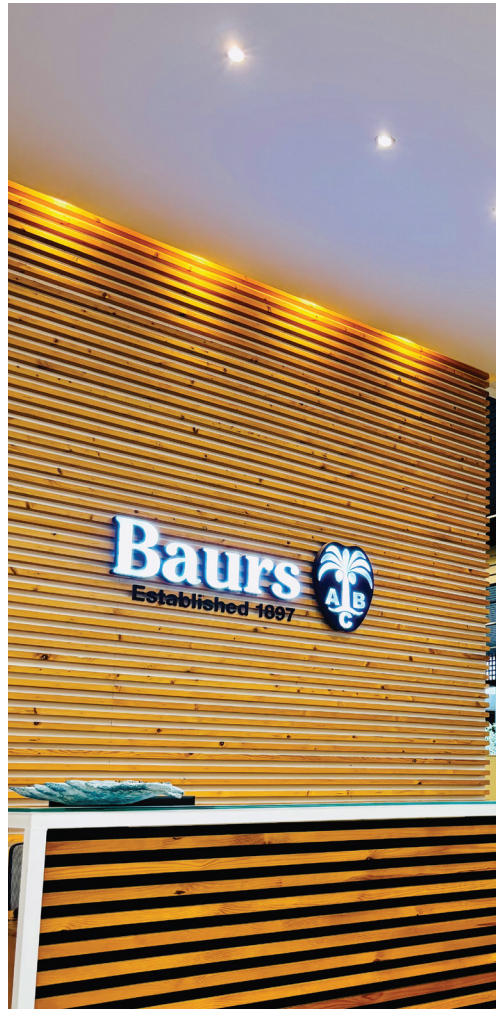
With over 40 years of experience, Mr. Ken Vijayakumar began his career at the Janatha Estate Development Board (JEDB), working in a highly people-intensive plantation sector. This experience helped him build a strong foundation in Human Resource Management.

Over the years, he has worked across various industries including plantations, apparel, BPO, KPO, and also gained international exposure in Malaysia. His journey reflects a deep commitment to understanding people and organizational growth.

His inspiration to join HR came from his natural ability to connect with people. From school to university life, he was known as a friendly and supportive individual who built strong relationships with others. His strong people skills and emotional intelligence guided him toward a career in HR.

## Roles and Responsibilities as an HR Leader

As the Senior General Manager, Mr. Ken is responsible for managing the entire HR function of the organization. His role also includes overseeing



administrative operations such as security, building maintenance, and employee services.

In addition, he handles purchasing activities within the local market and contributes to sustainability initiatives. His role reflects a combination of strategic leadership and people management

## The Meaning of Empathy in HR

According to Mr. Ken, empathy means deeply understanding others—their feelings, backgrounds, and situations—without judgment.

He emphasized that HR professionals should never jump to conclusions



about people. Instead, they must take time to understand the reasons behind behavior.

He explained this through simple real-life examples. A person driving fast may not be careless but could be facing an emergency. Similarly, someone arriving late may have experienced unexpected difficulties.

These examples highlight that empathy is essential in HR. It allows leaders to understand employees better and respond in a more supportive and meaningful way.



## Responding to the 2025 Flood Crisis

During the 2025 flood crisis in Sri Lanka, around 30 employees of the organization were directly affected. Many employees experienced severe damage to their homes, with water levels reaching up to several feet.

They lost valuable belongings such as furniture, televisions, and household items. This situation created both financial and emotional challenges for the affected employees.

## Understanding the Impact on Employees

The company quickly identified the impact by maintaining direct communication with employees. Managers and HR teams contacted staff members through phone calls and messages to check on their safety and living conditions.

Information was also gathered through department heads and internal updates, especially since employees were located across different parts of Sri Lanka. This helped the organization clearly understand the level of damage and the needs of employees.

## Organizational Response with Empathy

Once the situation was assessed, the company took immediate steps to support employees.

They provided compensation based on the level of damage experienced by each employee. Emergency financial assistance and salary advances were also offered to help employees manage urgent needs.

Basic necessities such as food, clothing, and shelter were supported where required. To ensure fairness and transparency, verification letters from Grama Niladhari and Divisional Secretaries were obtained. Employees were also given flexible work arrangements, including remote working options, adjusted deadlines, and leave to recover from the situation.

In addition, emotional support was provided to help employees cope with stress and trauma during this difficult period.

### A Real-Life Example of Support

One powerful example shared was about the CEO's driver, who lost almost all his household belongings due to the flood.

He lost furniture, cooking equipment, and other essential items and had to temporarily stay with relatives. The company carefully assessed his situation and provided compensation based on the level of damage.

This transparent and fair approach was applied to all affected

employees. As a result, employees felt valued, supported, and deeply appreciated the organization's efforts.

### Employee Welfare and Benefits

The organization's commitment to employees is not limited to crisis situations; it is reflected in its ongoing HR practices and policies.

Employees benefit from flexible working hours, extended maternity leave beyond government requirements, paternity leave, medical insurance, and childcare support. Additional support, such as long service awards, funeral assistance, and on-site doctor visits, further strengthens employee well-being.

Employee engagement activities, including events and celebrations, also help create a positive and supportive work environment.

### Empathy in Leadership

Managers and team leaders play an important role in maintaining empathy within the organization. When employees face challenges, team leaders communicate these issues to the HR department and ensure that support is provided quickly.

This strong connection between employees, managers, and HR helps create a supportive and understanding workplace culture.

### Lessons for Future HR Professionals

Mr. Ken strongly emphasizes that empathy is the foundation of effective HR management. His advice to future HR professionals is to always try to understand people, observe their behavior, and develop emotional intelligence. He encourages HR professionals to communicate with kindness and patience and to always look beyond surface-level situations. He believes that without empathy, it is impossible to succeed in HR.

### Conclusion: The Power of Human Connection

The experience of Mr. Ken Vijayakumar and his team at Bours clearly shows that true leadership is about people. By supporting employees during one of the most challenging times, the organization built trust, loyalty, and a strong sense of belonging.

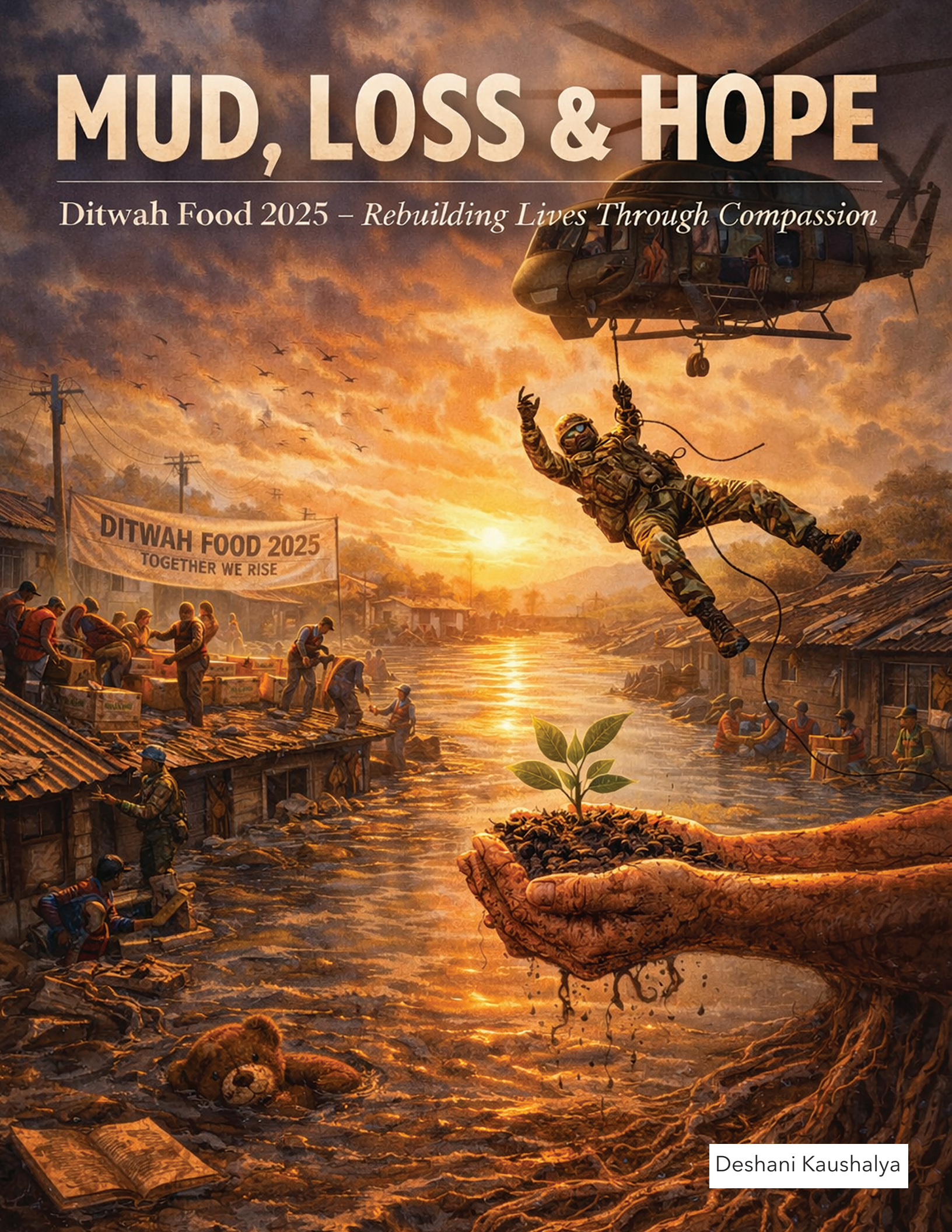
This story reminds us that empathy is not just a soft skill—it is a powerful leadership strength that creates meaningful and lasting impact.

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# MUD, LOSS & HOPE

Ditwah Food 2025 – *Rebuilding Lives Through Compassion*



Deshani Kaushalya

# After the Storm: Rebuilding Business Confidence in Sri Lanka



**Mr. Chanaka Sandaruwan**  
General Manager



**Asset Networks**

When Cyclone Ditwah struck Sri Lanka in 2026, it was more than just a natural disaster. It was a defining moment for the country's business landscape. Infrastructure was damaged, supply chains were disrupted, and investor confidence faced serious challenges. Yet, amid uncertainty, leaders emerged with vision and resilience.

The real impact extended beyond physical destruction. Logistics networks slowed down, operational costs increased, and liquidity pressures intensified. Many businesses had to reassess their financial sustainability within weeks.

Asset Network Pvt Ltd emphasizes that rebuilding is not about returning to the old ways but about evolution. The focus is now on infrastructure resilience—moving away from traditional on-premises setups toward a cloud-first approach. This ensures that even if physical locations are impacted, business operations remain uninterrupted.

*"A disaster tests not only your infrastructure but your leadership and planning."*

## **Strategic Rebuilding: The Tech-Forward Approach**

Rebuilding should not aim to restore the past but to create a smarter, more resilient future.

### ► **What are the main goals for rebuilding investments today?**

When a physical office is destroyed, a business should not just build more walls. It should move to the cloud.

"Cyclone Ditwah was not just a weather event- it was an economic shock," said a representative.

## Hybrid Infrastructure and Cloud-First Strategy

The key to long-term safety is hybrid infrastructure. This means setting up a system where employees can work from the office or from home seamlessly. By moving data to cloud-based platforms, Asset Network Pvt Ltd ensures that even if a physical location is inaccessible, every file, report, and transaction is safe and accessible from anywhere in the world.

## Smart Attendance and Operations

To manage a remote or hybrid team, technology must be used to track performance. Implementing fingerprint-based smart attendance systems linked to the cloud allows managers to see real-time data on their workforce. This integration ensures that payroll and operations are never disrupted, even during a crisis.

## Restoring the Trust Factor: How to Win Back Investors

Investor confidence is like glass—once broken, it is hard to fix. However, transparency is the ultimate glue.

## High-Tech Transparency

Investors feel safe when they can see the data. By using modern accounting software like Xero, QuickBooks, or Zoho, Asset Network Pvt Ltd provides real-time financial dashboards. Instead of waiting for a monthly report, an investor can see the recovery progress instantly.

## The PPP Model (Public-Private Partnerships)

To share the risk of large investments, the 51-49 foreign partnership model is

a powerful tool. By partnering with international stakeholders, local companies gain not just capital but also global expertise and a higher level of credibility.

## Restoring Investor Confidence

### ► How can companies make investors feel safe again?

Honesty is the most important tool. Asset Network Pvt Ltd advises companies to show clear plans for the future. By using cloud accounting platforms like Xero, QuickBooks, or Zoho, businesses can provide clear and accurate financial data that proves they are stable and ready for audits.

## Strengthening Risk and Financial Management

To protect long-term investments, Asset Network Pvt Ltd adopts “smart accounting” and advanced risk tools:

## New Horizons and Diversification

Asset Network Pvt Ltd identifies new growth opportunities in essential sectors created by the crisis:

- Climate-Resilient Utilities: Investing in electricity and transport systems that can survive natural disasters.
- Sustainable Growth: Including ESG (Environmental, Social, and Governance) goals in every project to attract modern investors.

## Finding New Opportunities

### ► Are there new areas where businesses can grow?

Yes, every crisis brings new chances. Asset Network Pvt Ltd is looking at growing in:

- Utilities and transport: Finding new ways to improve electricity and travel.
- Joint ventures: Partnering with new stakeholders in different markets to share risk.
- Sustainability: Making sure all new projects are environmentally friendly.





## The Power of Intelligence Tools

How vital is digital technology in safeguarding investments?

In today's world, technology is a survival tool. We use AI tools to help us make better decisions. From fingerprint attendance systems in the cloud to remote-working software, technology makes sure our business can survive any storm.

## Restoring Financial Stability

### ► What financial strategies are most effective right now?

Asset Network Pvt Ltd uses three main financial steps:

- Loan restructuring: Changing loan terms to make payments easier.
- Foreign partnerships: Using 51-49 partnership models to bring in global investment.
- Digital assets: Planning for the future by handling multi-currency and cryptocurrency accounting.

*"Liquidity ensures survival. Strategy ensures growth."*

## Conclusion

While Cyclone Ditwah was a great challenge, it has accelerated the shift toward digital intelligence and sustainability. Success after a crisis is not just about rebuilding; it is about building better.

### The Asset Network Pvt Ltd Action Plan for Success:

- Develop "smart accountants": Young professionals should focus on soft skills, forecasting, and being accountable.
- Aim for global markets: Focus on professional finance qualifications recognized in markets like Australia and Canada.
- Be ready for anything: Ensure your team can work in virtual and remote environments across different regions.

*"Liquidity ensures survival, but a technology-driven strategy ensures growth. At Asset Network Pvt Ltd, we aren't just rebuilding; we are future-proofing."*

### Written by

**Samindi Rashmika  
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# World Vision®

## Mrs. Hasanthi Jayamaha

Senior Manager, Communication and Public Engagement

of empathy. One moving example was a dedicated Grama Niladhari in Walapane who tirelessly cared for nearly 500 displaced people at a temple shelter even while struggling to care for her own infant child. Despite exhaustion and personal sacrifice, she remained committed to serving her community.

### When the Rains Came: Rising Above the December 2025 Floods

In late December 2025, severe floods and nearly 300 landslides devastated many communities across Sri Lanka, displacing families and destroying homes.

World Vision Sri Lanka responded immediately, using its wide presence across 16 districts to support affected communities. Field teams evacuated families, ensured food and clean water, protected vulnerable groups, and worked closely with local authorities such as the Disaster Management Centre and Divisional Secretariats.

Beyond emergency relief, the floods revealed powerful stories

The December floods showed not only the destructive force of nature but also the strength of compassion, resilience, and human connection. Through coordinated action and heartfelt dedication, World Vision Sri Lanka helped restore hope, proving that empathy can rise higher than floodwaters.

### When the Roads Were Gone, Hope Still Found a Way

When severe floods and landslides struck Sri Lanka's central hills, communities in Aranayaka and Kegalle were completely cut off. Roads were buried in mud, communication failed, and families fled with nothing.

One of the most urgent problems in the camps was the lack of toilets. With hundreds of people sharing only a few facilities and roads blocked for heavy vehicles, mobile toilets could not be transported. In response, World Vision Sri Lanka quickly dispatched hygiene kits, dignity kits, and essential non-food items from their disaster-prepared warehouses. They even transported cement and sand to build temporary toilets. Thanks to strong hygiene management, there was no disease outbreak in the camps.

Although food donations were abundant due to the generosity of Sri Lankans, World Vision prioritized hygiene and dignity. Families had fled without basic personal items, so hygiene kits helped restore cleanliness, confidence, and hope.

Community volunteers played a crucial role. Trained before the disaster, they kept track of families, protected children, supported evacuations, and coordinated with the Disaster Management Centre and local authorities. Even those who lost their own homes continued serving others. One volunteer, Menike Akka, rescued five families by crossing dangerous landslides. Despite tragic losses and many people still missing, communities showed remarkable unity and resilience. The response was not only about survival but about dignity, leadership, and compassion—proving that even when roads disappeared, hope remained strong.

and the community struggled through waist-deep mud to rescue survivors. Neighbors from a nearby village came together in solidarity, showing powerful compassion during the crisis. In the midst of unimaginable grief, Dilrukshika showed extraordinary strength. She reached out to her school principal for help and, despite losing her closest companion, chose to continue her exams.

Determined to fulfill both her dream and her sister's, Dilrukshika continues her education, proving that even in the face of devastating loss, courage and hope can still rise.



## When the Earth Trembled, Her Courage Stood Firm

During the devastating December 2025 floods and landslides in Sri Lanka's Central Hills, many families lost everything—including young Dilrukshika from a tea estate community.

Dilrukshika and her twin sister were preparing for their A/L examinations, sharing a dream of becoming lawyers and lifting their family out of poverty. In a household where their parents worked as daily wage laborers and no one had completed school, the twins carried the family's hopes.

On the morning of an exam, tragedy struck. A landslide tore through their line-room home at 4:00 a.m., killing her twin sister and several family members. Her mother was injured,

## When Everything Was Gone, Courage Remained: A Story of Resilience and Preparedness in Sri Lanka

When Cyclone Ditwah struck Sri Lanka, it left behind devastation and heartbreak. Among the affected was a young woman whose family had finally rebuilt their lives after years of hardship. Just five months after moving into their newly constructed home—built through loans and sacrifice—a landslide destroyed it completely. The family escaped with nothing but the clothes they were wearing. Today, they live in a small temporary space, yet their courage to rebuild remains unshaken.

According to World Vision Sri Lanka, such resilience reflects the strength found in many disaster-affected communities. The organization emphasizes that while Sri Lankan youth

already demonstrate strong empathy—raising funds and collecting essential goods—effective coordination with agencies on the ground is vital to ensure aid reaches those who need it most.

Cyclone Ditwah also highlighted a new climate reality. Unlike previous cyclones, it formed in an unusual region, signaling changing weather patterns due to climate change. Countries like the Philippines regularly face powerful typhoons, reminding Sri Lanka of the importance of preparedness.

This approach includes preparing safe evacuation centers in advance, equipping rural officials with necessary tools, and ensuring infrastructure such as schools meets required safety standards. While certain areas like Wattala are known to be flood-prone, climate education and disaster awareness should reach all communities, not just high-risk zones.

Empowering young people and school children with knowledge about climate change and emergency response is key to building long-term resilience. Through proactive



Today, disaster management is shifting from response to anticipatory action and Disaster Risk Reduction (DRR). Communities are encouraged to identify safe evacuation sites, understand early warning systems, and protect livelihoods—especially in agriculture, where a single disaster can erase months of hard work.

### **Anticipating Tomorrow: Building a Disaster-Ready Sri Lanka**

As climate change increases the frequency and intensity of natural disasters in Sri Lanka, disaster management must move beyond simple response and preparedness. A representative from World Vision Sri Lanka emphasizes the importance of anticipatory action—taking preventive steps before disasters occur.

planning, collaboration, and community training, disaster management can shift from reacting to crises to preventing their worst impacts.

#### ***Written by***

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**L.L. Sewmini Amanda Alwis**

# Drowned Memories

## The Ditwah Deluge 2025



## WEATHERING THE ECONOMIC STORM:

# THE FLORA STORY FINANCIAL RESILIENCE

**Mr. Dinuka Sooriyaarachchi**  
Business Development Manager

Pee Bee Management Services (Pvt) Ltd is a leader in Sri Lanka's hygiene industry, best known for its Flora brand. As a top manufacturer and importer of tissue and kitchen products, they are a critical supplier for both everyday shoppers and large institutions.

Despite their dominant market position, the company has recently faced a "flood" of financial obstacles triggered by Sri Lanka's economic crisis, putting immense pressure on their operations and business partners.



### Primary Financial Challenges Faced During Economic Volatility

The recent economic downturn in Sri Lanka brought sharp raw material price increases, import restrictions, and severe foreign exchange shortages. As an importer and manufacturer, cost instability directly destabilized our pricing structures. For our customers—including distributors, supermarkets, and institutional buyers—cash flow management became extremely difficult. We also saw reduced consumer purchasing power, which slowed volume movement in the retail segment.

### Strategic Flexibility in Customer Recovery

To support partners during the economic crisis, Pee Bee Management Services (Pvt) Ltd implemented a

strategy rooted in financial flexibility and inventory optimization rather than restrictive supply measures. When long-term distributors faced severe working capital shortages, the company proactively extended credit periods and restructured order quantities to align strictly with each partner's actual turnover capacity. This ensured that distributors were not burdened with excess stock they could not move. Furthermore, the introduction of specifically curated, fast-moving SKU (Stock Keeping Unit) bundles under the Flora brand allowed retailers to achieve higher stock rotation. By focusing on these high-demand items, businesses were able to generate quicker sales, which directly improved their liquidity and helped them maintain a much healthier, more consistent cash flow during a period of extreme market volatility.

## Strategic Pillars for Immediate Relief

To address these challenges, the strategy centered on three key pillars designed to maintain stability and market presence. First, the company prioritized cost optimization by implementing rigorous internal saving measures that protected the bottom line without sacrificing product quality. This was paired with strategic price restructuring, where costs were adjusted to reflect the realistic and often volatile market conditions. Finally, the company took a proactive approach to supporting its distributors; by offering smaller Minimum Order Quantities (MOQs) and enhancing communication for better demand forecasting, they successfully minimized overstocking risks and strengthened the resilience of their entire supply network.



## Multi-Layered Risk Management Framework

We navigated the tension between providing aid and ensuring corporate survival by implementing a multi-layered risk management framework. While the company sought to offer relief, it replaced generalized support with controlled credit policies where extensions were strictly contingent upon a partner's individual performance history and demonstrated payment discipline. Beyond credit, the company utilized detailed cash flow forecasting to predict liquidity needs and diversified its supplier sourcing to protect against external supply chain shocks. This approach allowed the leadership to balance empathy for their partners' struggles with the financial discipline necessary to maintain the overall sustainability of the Flora brand. Long-Term Financial Planning and Discipline

We advised our partners to maintain emergency cash reserves and avoid over-leveraging during unstable periods. We also emphasized focusing on high-turnover essential products and diversifying their product mix. Resilience comes from disciplined inventory management and consistent cash flow monitoring.

## Specialized Trade Schemes and Incentives

While we are not a financial institution, we introduced structured trade schemes, seasonal incentives, and performance-based rebates to help customers rebuild their margins. In institutional sales, we created customized pricing models to support long-term contracts while protecting both parties from extreme price fluctuations. The Critical Role of Financial Literacy Financial literacy is critical. Many businesses fail not because of low sales but because of poor cash flow planning. Understanding cost structures, margins, credit cycles, and inventory turnover helps businesses survive crises. Educated partners create stronger, more sustainable supply chains.



## A Legacy of Quality, Trusted by Generations



### Transformative Evolution and Strategic Hope

The economic crisis served as a transformative period for Flora, shifting the company toward a more data-driven and analytical framework for risk management. By placing a stronger emphasis on scenario-based financial forecasting and diversifying revenue streams across both retail and institutional sectors, the company has reinforced the absolute necessity of liquidity management and strategic product development. This structural evolution is underpinned by the belief that financial hardship, while difficult, ultimately builds essential resilience and sharper decision-making skills. Flora's core advice for those facing similar challenges is to remain disciplined and adaptable while focusing on building partnerships based on trust. Ultimately, the Flora story suggests that businesses prioritizing long-term value creation over mere short-term survival will consistently find new opportunities to thrive, even in the wake of a disaster.

*Written by*

**Vijayakumar Kalyani  
Nethmi Dahanayake  
Antonipillai Sisiliya  
Pathmanathan Yogeshwari  
Nimesha Gunarathna**

### Psychological and Behavioral Habits of Resilient Businesses

According to the experience of Pee Bee Management Services (Pvt) Ltd, the speed of a customer's financial recovery was dictated by their internal business habits and psychological approach to the crisis. The most successful entities demonstrated strong financial discipline, which involved a deep understanding of cost structures, margins, and inventory turnover to prevent the business from failing due to poor cash flow planning. Furthermore, transparent communication allowed these partners to build trust, enabling the company to provide tailored support like flexible credit periods and restructured order quantities. Rather than succumbing to short-term panic, these resilient businesses remained proactive and adaptable, focusing on high-turnover essential products and long-term value creation. By maintaining consistent cash flow monitoring and avoiding over-leveraging, these customers transformed a period of hardship into an opportunity to sharpen their decision-making skills.

# When the Waters Rose: How Alumex Stood by Its People During the 2025 Floods

**A Story of Empathy and Responsibility - Sapugaskanda,  
December 2025**

In December 2025, relentless monsoon rains swept across Sri Lanka, transforming familiar streets into rivers and homes into islands. In the low-lying communities surrounding Sapugaskanda, families watched anxiously as water levels rose inch by inch—first covering gardens, then doorsteps, and eventually entering living rooms. For several employees of Alumex PLC, this was not the first flood they had experienced.

Yet familiarity did not lessen the fear. If anything, it made the anxiety arrive sooner. Experience had taught them how quickly safety could disappear.



**Mr. Namal Darmasiri**  
Deputy General Manager HR

## The Call at 5:40 a.m.

While the rain continued through the early hours of the morning, the Human Resources team was already at work. At approximately 5:40 a.m., before daylight fully broke, calls began reaching employees who lived in flood-prone areas.

This response was not accidental. Over the years, the company had maintained internal records identifying employees residing in high-risk zones. It was a quiet form of preparedness—a database built from past flood patterns and previous emergencies. It was not something often discussed, but it became invaluable that morning.

Messages were simple yet urgent:

*“Stay alert.”*

*“Monitor the water level.”*

*“Move important documents and valuables to higher places.”*

*“Keep your phones reachable. We are with you.”*

Then came a call that would define the urgency of the day.

*“Sir... the water is inside the house now.”*

The employee on the other end of the line was a father of two. His children were standing on chairs as floodwater spread across the floor. Electricity had already been disconnected. Household items were being lifted in haste. Outside, the roads were disappearing under brown water.

The situation required more than advice—it required action.

## Humanity in Motion

Within hours, coordination began with local relief groups and emergency responders. Vehicles could not access certain areas due to submerged roads. Boats were arranged to navigate through flooded streets. Communication remained constant.

Eventually, the employee and his family were evacuated safely.

It was not merely an act of crisis management. It was an example of leadership that extended beyond corporate boundaries. In that moment, the company was not thinking about productivity or operational schedules. It was thinking about safety.

As Mr. Namal later reflected, preparedness alone is not enough; response defines responsibility.



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**ALUMEX**  
ULTIMATE IN ALUMINIUM PROFILES

## After the Water Receded

Floods do not end when rain stops.

When water levels began to decline, families returned to homes layered with thick mud. Furniture was damaged beyond repair. Mattresses were soaked. Clothing was ruined. Kitchens were left unusable. Wells had been contaminated.

There was also an invisible threat: disease. Post-flood conditions often create an environment where infections spread rapidly, particularly leptospirosis (commonly known as rat fever), a serious bacterial illness associated with contaminated water. The company recognized that recovery required more

than physical cleanup—it required health protection.

Preventive medical support was arranged for affected employees and their families. Medicine courses were distributed to reduce the risk of infection. Awareness regarding hygiene and early symptoms was communicated clearly.

Dry ration packs were delivered to households struggling with food shortages. Cleaning materials, disinfectants, and sanitation supplies were provided so families could restore safe living conditions. For those whose wells had been submerged, assistance was arranged to clean them and ensure access to safe drinking water.

The objective was not temporary relief but sustainable recovery.

## Restoring Dignity

For some families, the damage extended beyond inconvenience. It affected dignity.

Sleeping on a dry mattress, wearing clean clothes, preparing meals in a functional kitchen – these are everyday routines that provide stability. When floods strip them away, recovery becomes both physical and emotional. Recognizing this, the company supplied mattresses, pillows, and essential clothing for affected family members. These items were not luxurious; they were fundamental. They represented a return to normalcy.



In cases where houses suffered structural damage, assessments were conducted carefully. Financial assistance was granted to help rebuild homes. The evaluation process was not reduced to numbers on paper; it considered the lived realities of families attempting to start over.

One affected mother reportedly expressed her gratitude softly, saying she had felt alone before the support arrived. The response she received reminded her otherwise. Beyond Organizational Boundaries Significantly, assistance was not limited strictly to employees. Relief efforts were extended to landslide-affected families in Kotmale who were not part of the company's workforce.

This decision reflected a broader understanding of corporate citizenship. Empathy does not require payroll verification. When communities suffer, organizations embedded within them share a responsibility to contribute where possible.

## The Challenges Behind the Effort

Delivering aid during active flooding was not simple. Roads were submerged, delaying transport. Some employees could not be contacted because their phones were switched off or without power. The HR team reached out to neighbors and nearby residents to confirm safety.

Meanwhile, donations and supplies required organization. Large quantities of items needed sorting, packing, and distribution. Employees who were not directly affected volunteered their time to assist.

**They packed. They sorted.  
They carried.  
They distributed.**

In the midst of disruption, teamwork became a source of strength. The crisis revealed not only vulnerability but also solidarity.



When the waters rose in Sapugaskanda, fear rose with them. But so did responsibility. So did preparedness. So did empathy. In the darkest and wettest days of December 2025, Alumex PLC demonstrated that leadership is not defined only in boardrooms. It is defined in moments of crisis—when action replaces words, and compassion becomes visible.

And sometimes, that is what truly defines an organization.

*Written by*

**Ashani Vindumini  
Devanma Sethnara  
Shaluni Kawshalya**

### Leadership That Stayed Close

During emergencies, silence can create fear and mistrust. In this instance, communication remained consistent. Updates were shared regularly. Employees were encouraged to report their conditions and needs without hesitation.

Leadership did not operate from a distance. Conversations were not limited to instructions; they included reassurance. Managers spoke not only as representatives of the company but as individuals who cared about the well-being of their teams.

Many employees had experienced floods before. Trauma can resurface quickly in such situations. Maintaining open communication helped reduce emotional isolation.

Reflecting on the experience, Mr. Namal stated:

“As a company, we cannot change where our employees live. But we can prepare. We can alert them early. We can support them during

emergencies. We can protect their health and help them find safety.” This perspective captures the essence of responsible leadership—acknowledging limitations while acting decisively within one’s capacity.

### A Lesson Written in Water

The December 2025 floods tested infrastructure, transportation systems, and operational continuity. More importantly, they tested values.

The response demonstrated that corporate strength is not measured only by financial results or production capacity. It is measured by how an organization stands by its people during uncertainty.

An organization is not merely machinery, buildings, or targets. It is individuals who return home to families at the end of each day. It is parents who worry about their children’s safety. It is communities that rely on collective support during hardship.



# WE FELL - WE BROKE DOWN - WE LOST NOW , IT'S TIME TO STAND UP - BE STRONG - RESTART TOGETHER AS ONE

#BetterDaysAreYetToCome

Let's stand up  
together



# Rebuilding a Sense of Belonging at Softlogic Insurance PLC

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In today's fast-changing business environment, organizations face many challenges in maintaining employee satisfaction, motivation, and emotional well-being. One of the most critical aspects of a successful company is not only financial performance but also the strength of its workforce. Employees who feel valued and connected are more productive, loyal, and engaged.

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## Mr. Chamil Thushara

Branch Manager & Operator  
Kaduwela Branch



This article explores how Softlogic Insurance PLC, particularly its Kaduwela branch, focused on healing its workforce and rebuilding a strong sense of belonging among employees. Through effective human resource strategies, leadership initiatives, and workplace culture improvements, the company has successfully created a supportive and inclusive environment.

## Understanding the Need for Healing the Workforce

The modern workplace is often stressful. Employees face pressure from targets, deadlines, and personal challenges. In recent years, many organizations have realized that employees are not just workers but individuals with emotions, expectations, and personal lives.

# softlogic LIFE

At Softlogic Insurance PLC, management recognized that some employees were experiencing:

- Stress and burnout
- Lack of motivation
- Reduced engagement
- Feeling disconnected from the organization

These challenges highlighted the need to rebuild trust, strengthen relationships, and improve the overall work environment.

## Challenges Faced by Employees

During our visit to the Kaduwela branch, we observed and gathered insights into the challenges employees had faced:

### Work Pressure and Targets:

Insurance companies operate in a highly competitive market. Employees often have to meet strict sales targets, which can create stress and anxiety.

### Communication Gaps:

Sometimes employees felt that their voices were not heard. Lack of open communication can reduce trust and create misunderstandings.

### Post-Pandemic Impact:

After the COVID-19 pandemic, many employees struggled to readjust to normal working conditions. Emotional and mental health issues became more visible.

Lack of Recognition: Employees need appreciation for their efforts. Without recognition, motivation tends to decrease.

These challenges made it clear that rebuilding a sense of belonging was essential.

### Strategies Used to Heal the Workforce

To address these issues, Softlogic Insurance PLC implemented several effective strategies.

### Creating an Open Communication Culture:

The company encouraged employees to express their ideas, concerns, and feedback freely. Regular team meetings and one-on-one discussions were introduced. Managers actively listened to employees, which helped to build trust and transparency.

### Employee Engagement Activities:

To strengthen relationships among staff, the company organized:

- Team-building programs
- Office events and celebrations
- Group discussions and workshops

These activities helped employees feel connected and part of a family

rather than just a workplace.

### Recognition and Rewards:

Recognizing employee efforts plays a key role in motivation. The company introduced:

- Employee of the Month programs
- Performance-based rewards
- Public appreciation during meetings

This boosted morale and encouraged employees to perform better.

### Focus on Mental Well-being:

Understanding the importance of mental health, the company provided support such as:

- A friendly work environment
- Stress management guidance
- A supportive leadership approach

Employees felt more comfortable sharing their challenges and seeking help.

Leadership Support: Managers played a key role in rebuilding belonging. Leaders were trained to:

- Show empathy
- Support employees personally and professionally
- Encourage teamwork

Good leadership created a positive and supportive workplace culture.

### Career Development Opportunities:

Employees were given



opportunities to grow through:

- Training programs
- Skill development sessions
- Career advancement paths

When employees see a future in the company, they feel more connected and committed.

### Workplace Culture at the Kaduwela Branch

During our visit, we noticed a friendly and welcoming atmosphere at the Kaduwela branch of Softlogic Insurance PLC. Employees interacted openly with each other and with management. There was a sense of teamwork and mutual respect. The environment was not only professional but also supportive and positive.

Some key observations included:

- Employees helping each other to achieve targets
- Managers encouraging teamwork instead of competition
- Positive communication between all levels of staff

This clearly showed that the company had successfully rebuilt a sense of belonging.

### Impact of These Initiatives

The strategies implemented by Softlogic Insurance PLC resulted in significant and measurable improvements across the Kaduwela branch. These initiatives not only enhanced employee well-being but also strengthened overall organizational performance.

### Increased Employee Satisfaction:

Employees felt more valued and respected due to better communication and recognition. This created a positive work environment where staff were happier and more comfortable in their roles.

### Higher Productivity:

Motivated employees showed improved performance and efficiency. With better support and clear goals, they were able to achieve targets more effectively.

### Improved Teamwork:

Stronger relationships among employees led to better collaboration. Team members supported each other, creating a more united and productive workplace.

### Reduced Employee Turnover:

Employees developed a stronger connection with Softlogic Insurance PLC, making them more likely to stay. This reduced hiring costs and improved stability.

### Strong Organizational Culture:

A positive and inclusive culture was built within the organization. Employees felt a sense of belonging, which contributed to long-term success.

### Lessons Learned

From this study at Softlogic Insurance PLC, several important lessons can be identified. These insights highlight how

organizations can build a strong and supportive workforce.

- **Employees Are the Most Valuable Asset:** Employees are the foundation of any organization's success. Investing in their well-being, skills, and satisfaction leads to better performance and long-term growth.
- **Emotional Well-being Matters:** Organizations must understand that mental and emotional health is just as important as financial results. A supportive environment helps employees stay motivated and productive.
- **Communication Builds Trust:** Open and honest communication between management and employees strengthens relationships. It ensures that employees feel heard, valued, and connected to the organization.
- **Recognition Drives Motivation:** Appreciating employee efforts boosts morale and encourages better performance. Even small recognition can make a big difference in motivation and engagement.





- **Strong Leadership Shapes Culture:** Effective leaders create a positive and inclusive workplace. Their support, guidance, and empathy help build trust and a strong sense of belonging among employees.

### Recommendations for Other Organizations

Based on our observations, other companies can also improve employee belonging by:

- Encouraging open communication
- Recognizing employee achievements
- Supporting mental health
- Providing career growth opportunities
- Building a positive workplace culture

These steps can help organizations create a motivated and loyal workforce.

### Conclusion

Healing the workforce is not a one-time action but an ongoing process. It requires commitment, understanding, and continuous effort from management and employees. Softlogic Insurance PLC has demonstrated how a company can rebuild a sense of belonging through effective strategies and strong leadership. The Kaduwela branch stands as a great example of how a supportive work environment can transform employee experience. By focusing on employee well-being, communication, and engagement, organizations can create a workplace where employees feel valued, respected, and motivated. In the long run, this not only benefits employees but also contributes to the overall success of the organization.

### Written by

**J.K. Tilush Jayanga**  
**A.T.N. Anjana**  
**H.G. Mehara Methsanee**

# HEALING THE WORKFORCE



*In today's fast-paced corporate environment, organizations are constantly exposed to internal pressures and external disruptions. From tight deadlines and demanding clients to economic crises and natural disasters, businesses must navigate uncertainty while ensuring employee well-being. At WNS, management has adopted a structured yet compassionate approach to supporting employees during stressful and challenging times.*

*This article explores how WNS identifies the root causes of stress, provides targeted support, ensures business continuity, and fosters a strong sense of belonging even in the most difficult circumstances*

## Ms. Buddhika Siriwardana

WNS- Senior Manager

### Understanding the Sources of Stress

Stress in the workplace can arise from multiple sources. At WNS, management recognizes three primary categories of stress: internal work-related factors, external client and environmental factors, and personal factors.

Rather than applying a one-size-fits-all solution, managers first identify the root cause before implementing tailored support strategies. This allows the organization to respond in a more effective and meaningful way, ensuring that employees receive the specific support they need.

### Managing Internal Work-Related Stress

Internal stress often occurs during busy operational periods, such as month-end account closures, tight reporting deadlines, or high-volume workloads. In such situations, WNS managers focus on several key strategies to reduce pressure and maintain productivity.

One of the main approaches is workload reallocation. If an employee is overwhelmed due to excessive tasks, managers assess the situation and rearrange responsibilities within the team. This ensures a fair distribution of work and helps prevent burnout.

Another important strategy is training and knowledge support. Sometimes, stress arises because employees feel unprepared or lack the necessary skills to complete a task confidently. In response, WNS provides targeted training sessions, mentoring, and internal knowledge-sharing opportunities. By improving competence and confidence, performance-related stress is significantly reduced.

Managers also provide prioritization guidance. Tight deadlines can create anxiety, especially when employees are unsure which tasks should be addressed first. Through structured support, employees are guided to distinguish between urgent and important assignments, allowing them to focus on critical deliverables without feeling overwhelmed.

By proactively managing workload, strengthening employee capability, and offering practical guidance, WNS effectively reduces internal stress while maintaining operational efficiency.

## Supporting Employees Through External Challenges

External factors can also have a significant impact on employee well-being. These may include difficult clients, economic instability, strikes, floods, or security threats. As a global service provider, WNS understands that such challenges require both operational readiness and emotional support.

WNS provides services to international clients under formal agreements known as Service Level Agreements (SLAs). These agreements outline specific deliverables, timelines, and quality standards. When employees struggle with demanding clients or complex client expectations, managers step in to offer support through coaching, joint client discussions, and professional conflict management guidance.

By backing employees during difficult client interactions, WNS not only protects performance standards but also reduces emotional strain and builds confidence.

## A Compassionate Response to Personal Challenges

Personal issues can deeply affect an employee's emotional and mental well-being. These may include examination periods for student employees, caring for a sick child, family emergencies, or health concerns.

At WNS, managers and HR Business Partners (HRBPs) take time to understand the root cause of each situation before deciding on the most appropriate form of support. Depending on the employee's needs, support measures may include flexible working arrangements, work-from-home options, temporary workload redistribution, or leave approvals.

This individualized and compassionate approach ensures that employees do not feel isolated during personal hardships. Instead, they feel understood, supported, and valued as individuals.

## Crisis Response and Business Continuity Planning

Operating in Sri Lanka means organizations may occasionally face environmental disruptions such as floods, strikes, or transport difficulties. To manage such situations effectively, WNS has developed a structured Business Continuity Plan (BCP).

A Business Continuity Plan ensures that essential operations continue during emergencies. It includes emergency communication channels, backup operational processes, risk mitigation strategies, and employee safety protocols. At WNS, this system



is regularly tested to ensure information can flow quickly and accurately from senior management to employees during urgent situations.

### **Responding to Floods: A Real Example**

During severe flood situations, WNS implemented several critical measures to protect employees while ensuring operational continuity.

Employees who were unable to travel due to flooded roads were offered work-from-home options. Team members were cross-trained in each other's tasks so that if one employee was unavailable, another could step in to maintain service delivery and protect SLA commitments.

Importantly, employees whose homes were flooded were not pressured to return to work immediately. Management prioritized their safety, recovery, and family needs. HR teams and managers maintained continuous communication, even during weekends, to ensure that employees and their families were safe.

For employees who were already at the office during flooding, safe transportation home was arranged. In addition, senior leadership, including the Managing Director and Finance team, assessed the situations of affected employees and provided financial assistance to help them recover.

This comprehensive response reflected WNS's ability to balance operational continuity with genuine human care.

### **Mental Health and Emotional Well-Being**

At WNS, stress management goes beyond operational adjustments. Mental health is treated as a serious and ongoing priority.

The company has partnered with professional institutions that provide confidential counseling services. Employees can directly contact trained professionals for emotional and psychological support whenever needed.

Managers and HR Business Partners are also trained to identify signs of stress, conduct supportive conversations, and guide employees toward professional help where necessary. In situations where additional support is required, HR facilitates access to doctors or mental health specialists.

In addition, WNS conducts preventive training programs focused on emotional intelligence, stress management, and mental resilience. By combining proactive education with access to professional support, the organization strengthens the emotional well-being of its workforce.

### **Employee Safety and Insurance Protection**

WNS also ensures comprehensive insurance protection for its employees. Medical insurance coverage extends to immediate family members such as spouses and children, with premiums fully paid by the company.

During times of crisis, this support provides financial security and peace of mind. Knowing that both employees and their families are protected reinforces trust in the organization and strengthens



the overall sense of belonging. Communication as a Lifeline

Effective communication is a key pillar of WNS's crisis management strategy. During challenging times, clear and timely communication helps reduce uncertainty, prevent misinformation, and reassure employees.

WNS uses a structured communication cascade system in which information is passed from leadership to managers and then to employees.

This system is tested regularly to ensure that urgent updates can be delivered quickly and efficiently.

In addition, the administrative department actively monitors weather warnings, government announcements, security alerts, and public holiday declarations. Relevant updates are promptly shared with managers and employees, enabling the organization to remain prepared and responsive.

## **Balancing Client Commitments and Employee Well-Being**

As a service organization with global clients, WNS places strong emphasis on delivering on SLAs and maintaining high standards of service. However, leadership also recognizes that long-term business success depends heavily on employee well-being.

During crises, the company activates backup processes, engages transparently with clients, and, where necessary, requests timeline extensions. Interestingly, during flood situations, many clients responded with empathy and extended support, demonstrating the value of strong and trust-based client relationships.

This balance between business continuity and people care is one of the defining strengths of WNS's management approach.

## **Fostering a Sense of Belonging**

Support during difficult times naturally strengthens employee loyalty and emotional attachment to the organization. At WNS, this sense of belonging is reinforced not only through corporate initiatives but also through team-level support.

Employees often support one another by providing dry rations, donating cleaning supplies, and offering emotional encouragement during difficult periods. These peer-driven acts of care help strengthen workplace relationships and create a family-like atmosphere.

When employees receive financial aid, flexible arrangements, and genuine concern from their leaders and colleagues, they develop a deeper sense of gratitude and connection. This emotional bond

contributes to long-term engagement, commitment, and motivation.

## **A Culture of Care and Preparedness**

WNS's approach to managing stress and crisis reflects a broader organizational culture built on empathy, preparedness, accountability, teamwork, and continuous communication.

Rather than reacting impulsively to challenges, the company relies on documented plans, structured systems, and trained leadership to handle uncertainty effectively. This combination of planning and compassion allows WNS to remain resilient while placing people at the center of its decisions.

## **Conclusion**

In an era marked by economic volatility, environmental challenges, and increasing workplace pressure, organizations must go beyond performance targets. They must prioritize people.

WNS demonstrates that employee support is not limited to words; it requires structured systems, proactive planning, and compassionate leadership. By addressing internal, external, and personal stress factors, implementing robust Business Continuity Plans, investing in mental health support, and fostering open communication, the company ensures both operational resilience and employee well-being.

Ultimately, WNS's philosophy is simple: identify the cause of stress and provide the right solution. When employees feel supported, protected, and valued, they not only perform better—they truly belong.

## ***Written by***

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# OPERATIONAL FORTITUDE

## HOW BOC MAINTAINED STABILITY DURING THE FLOOD CRISIS

**Mr. Mavella Vihange Indika Shantha**

Branch Manager  
Thawalama Branch

In times of crisis, financial institutions play a critical role in maintaining stability while supporting customers and communities. During the recent flood crisis, Bank of Ceylon (BOC) Thawalama Branch faced several operational and financial challenges. However, through strong leadership, effective crisis management, and a deep sense of social responsibility, the branch was able to continue serving its customers while contributing to recovery efforts.

This article highlights how BOC Thawalama Branch managed to maintain continuity, support affected individuals and businesses, and transform a difficult period into an opportunity for stronger leadership and resilience.



# BANK OF CEYLON



## Bankers to the Nation

### Ensuring Continuity While Managing Operational and Financial Challenges

During the flood crisis, BOC prioritized maintaining uninterrupted banking services while ensuring the safety of both staff and customers. Despite infrastructure damage and limited accessibility, the bank swiftly activated its business continuity plan.

Critical operations were relocated to safer locations in coordination with regional and head office teams, while customers were encouraged to use digital banking channels. At the same time, liquidity was carefully managed, and affected loan portfolios were closely monitored with prudent financial provisioning, ensuring overall branch stability.

### Immediate Leadership Actions to Support Customers

BOC's leadership responded quickly by first ensuring staff safety and securing branch assets. Attention was then directed toward customers in highly affected areas.

The bank maintained clear communication regarding relief measures, extended deadlines, and alternative service options. Employees worked beyond standard hours to facilitate urgent financial needs such as withdrawals, transfers, and essential transactions, demonstrating strong commitment and empathy.

### Financial Assistance for Affected Individuals and Businesses

To support recovery, BOC introduced concessionary loan schemes and flexible repayment options.

Loan moratoriums, penalty waivers, and working capital support were provided, especially benefiting SMEs in restarting their operations.

Additionally, personal customers were offered low-interest relief loans to rebuild their homes and livelihoods. These financial support mechanisms helped reduce pressure on individuals and businesses affected by the disaster.

### Overcoming Challenges Through Teamwork and Innovation

The flood crisis presented several challenges, including staff mobility issues, power outages, communication breakdowns, and increased credit risks. However, these were effectively managed through teamwork, temporary staffing solutions, generator support, and increased reliance on digital banking.

Strong coordination with relevant authorities and the dedication of employees ensured continued customer confidence throughout the difficult period.

### Implementation of Special Financial Relief Programs

BOC introduced special disaster relief programs in line with government and Central Bank guidelines. These included low-interest reconstruction loans, extended repayment periods, and grace periods for existing loans.

Charges were waived where necessary, and repayment plans were restructured individually to reduce financial burdens on customers. These relief initiatives reflected the bank's effort to provide practical and meaningful support during the crisis.

## **Strengthening Leadership and Crisis Management Strategies**

This crisis highlighted the importance of preparedness, quick decision-making, and compassionate leadership. It strengthened coordination between different levels of the organization and improved responsiveness.

Transparent communication and flexible, customer-focused solutions became key strengths in managing the situation effectively. The experience also reinforced the value of having strong crisis management systems in place to handle future emergencies.

## **Balancing Financial Stability with Social Responsibility**

As a state bank, BOC carefully balanced maintaining financial stability with fulfilling its social responsibility. Structured and sustainable relief programs were implemented in line with regulatory frameworks, ensuring that the bank could support the nation while managing risks effectively.

This balance between operational discipline and social commitment enabled the bank to stand by its customers without compromising long-term stability.

## **Transforming Crisis into an Opportunity for Stronger Leadership**

Ultimately, the flood crisis became a turning point for BOC. It enhanced teamwork, improved decision-making under pressure, and strengthened relationships with customers.

By standing with its customers during a difficult time, BOC successfully transformed a crisis into an opportunity to demonstrate resilience, trust, and true leadership. The experience serves as a strong example of how financial institutions can respond with both efficiency and empathy in times of uncertainty.

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# STRATEGIC RESILIENCE IN ACTION: A CASE STUDY OF UNION ASSURANCE

**Mr. R.M.S. Buddika Bandara**  
Senior Financial Manager



## Impact of Ditwah Flood on Communities and the Insurance Sector

The Ditwah flood caused severe damage to homes, businesses, and public infrastructure, leading to displacement and loss of income for many families. Essential services and daily activities were disrupted, creating both social and economic challenges. For the insurance sector, the disaster triggered a significant increase in claims within a short period, putting pressure on financial reserves and operational capacity. It highlighted the importance of insurance in risk protection while also exposing the need for better disaster preparedness within the industry.

## Immediate Crisis Response Actions Taken by Union Assurance

Union Assurance acted swiftly by activating its emergency response framework. The company ensured uninterrupted customer communication through digital channels and hotlines. It quickly shifted operations online to manage claims and inquiries while deploying internal teams to assess the situation. These proactive steps minimized service disruptions, helped customers access support quickly, and demonstrated the company's readiness to handle emergencies.

## Ensuring Efficient Claims Processing During the Disaster

To manage the sudden surge in claims, Union Assurance

streamlined its claims process by simplifying documentation requirements and prioritizing flood-related cases. Digital claim submission systems enabled customers to submit documents remotely, reducing delays. The company also reallocated staff and optimized internal workflows to speed up verification and settlement. This ensured that policyholders received timely financial assistance when they needed it most.

## Role of Digital Transformation in Crisis Management

Digital transformation served as a critical enabler during the crisis. Union Assurance utilized mobile applications, online portals, and automated claim processing systems to maintain operations without relying on physical offices.

## Long-Term Strategic Changes After the Flood

The flood acted as a catalyst for strategic improvement. Union Assurance recognized the need to enhance its disaster preparedness, invest further in digital technologies, and strengthen risk management systems. It also placed greater emphasis on customer engagement and service innovation. These changes aim to improve resilience and ensure the company is better equipped to handle future crises.

## Key Lessons for Organizations from Union Assurance's Response

The response of Union Assurance provides valuable lessons for other organizations. It highlights the importance of preparedness, flexibility, and quick decision-making during crises. Investing in digital transformation ensures operational continuity, while strong governance provides structure and control. Ethical practices and transparent communication help build trust, and effective financial planning ensures stability. Overall, the case shows that resilience comes from a combination of strategy, technology, and a strong customer focus.

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# UNION ASSURANCE

## A JOHN KEELLS COMPANY

These technologies allowed realtime communication, faster data processing, and remote working capabilities. As a result, the company improved efficiency, reduced response time, and ensured continuous service delivery despite challenging conditions.

## Demonstration of Ethical Responsibility During the Flood

Union Assurance demonstrated strong ethical values by ensuring fairness, transparency, and compassion in its response. The company processed claims honestly, avoided unnecessary delays, and communicated clearly with customers about procedures and expectations. By prioritizing customer well-being over short-term financial gains, it reinforced trust and strengthened long-term relationships, which are essential in the insurance industry.

## Governance Practices Supporting Crisis Management

Effective governance played a key role in ensuring a structured and disciplined response. Strong leadership enabled quick and informed decision-making, while established risk management frameworks guided actions during uncertainty. Internal controls ensured accountability, and cross-department coordination

improved efficiency. These governance practices helped the company maintain stability and respond confidently to the crisis.

## Financial Risk Management During the Disaster

Union Assurance managed financial risks by maintaining strong liquidity to meet the increased volume of claims. The use of reinsurance helped spread risk and reduce financial exposure. Additionally, the company relied on data-driven insights to assess claim trends and adjust strategies accordingly. Diversified investments and prudent financial management ensured that the company remained stable even under pressure.

## Role of Communication in Maintaining Customer Trust

Communication was essential in building and maintaining trust during the crisis. Union Assurance provided timely updates, clear instructions, and consistent information through channels such as SMS, email, and digital platforms. The tone of communication was empathetic and supportive, helping customers feel valued and reassured. This transparency reduced uncertainty and strengthened the company's relationship with its policyholders.

# RETHINKING FINANCE AFTER CRISIS



**Mr. Dilan Jayasekara**  
Head of Human Resources  
Gills Group of Companies



In times of crisis, organizations are often forced to rethink how they manage financial stability, employee welfare, and long-term resilience. The recent flood created serious operational and financial challenges for many businesses in Sri Lanka, including Gills Group of Companies.

This article highlights how the organization responded to the flood crisis, managed financial pressures, supported affected employees, and strengthened its preparedness for future uncertainties.

## **The Financial Impact of the Recent Flood on Our Organization**

The recent flood had a significant financial impact on the organization. As operations are heavily dependent on continuous, day-to-day activities, the disruption directly halted revenue streams. This resulted in financial losses due to operational downtime.

## **Immediate Financial Actions Taken**

During the flood crisis, the primary focus was on ensuring employee safety and wellbeing. At the same time, the financial impact of the situation was carefully assessed, and prompt actions were taken to minimize losses. HR Support for Affected Employees

HR immediately reviewed the employee database to identify those directly affected by the floods. Impacted employees were proactively contacted to assess their situations and provide necessary support.

In addition, the company extended assistance to the surrounding community by distributing dry rations and essential food supplies.



## Managing Salaries and Operational Costs Under Pressure

Managing salaries and operational costs during the flood period was challenging due to disruptions in cash flow, making it difficult to maintain timely salary payments and cover fixed operational expenses.

However, prior experience in handling similar situations provided a better understanding of cost factors. This enabled the organization to prioritize critical payments, manage resources carefully, and implement cost-control measures to ensure business continuity while supporting employees.

## Strengthening Disaster Preparedness and Contingency Planning

Following the flood, the organization reviewed and strengthened its disaster preparedness and financial contingency plans.

Gaps in previous emergency response procedures were identified, and improvements were implemented to ensure better readiness for future unforeseen events.

## Lessons in Financial Resilience

The flood situation emphasized the importance of being fully prepared for unforeseen circumstances that can significantly impact financial stability.

It highlighted the need to maintain strong financial reserves and a clear contingency plan to manage unexpected disruptions. The experience reinforced the importance of adaptability, financial discipline, and strategic preparedness for future uncertainties.

## Conclusion

This experience has reinforced the need to remain adaptable, financially disciplined, and strategically prepared for future uncertainties.

## Written by

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## Emergency Relief and Financial Support for Staff

The company introduced both short-term and long-term support initiatives. Immediate financial assistance and essential supplies were provided to employees who were directly affected.

For the long term, structured support measures were explored to help impacted staff recover financially and regain stability.

## Changes in Financial Risk Planning

The unpredictable nature of the crisis highlighted the need for a more structured and proactive approach to risk management. A comprehensive financial risk management plan was implemented, including improved contingency planning, emergency preparedness measures, and stronger financial controls to manage future uncertainties.

# FROM HUMBLE BEGINNINGS TO CRISIS LEADERSHIP:



## THE STORY OF MR. DAYANANDA BOMBUWALA DURING THE 2025 DITWAH FLOODS

**Mr. Dayananda Bombuwala**

Founder/Chairman

Wasana Bakers Private Limited

In the landscape of Sri Lankan entrepreneurship, success is often framed as a product of rigid elite schooling or massive venture capital. However, the story of Mr. Dayananda Bombuwala offers a refreshing and profoundly human alternative. His trajectory from a displaced worker in a local bakery during the national unrest of the late 1980s to the head of a sprawling, people-centric enterprise is a masterclass in organic growth, situational adaptability,



and compassionate leadership. In this comprehensive interview, Mr. Bombuwala reflects on the "coincidences" that defined his career and the ethical framework that allowed him to shield his workforce from the trauma of natural disasters.



### **The Coincidental Beginnings: Early Days and Personal History**

Mr. Bombuwala's entry into the bakery industry was far from traditional. To understand his story, one must understand the context of Sri Lanka in 1988—a time of immense social and political turmoil when the country was in a state of flux and many people were simply trying to find their footing amidst the chaos. At 37 years old, an age when most seek long-term security rather than starting over, he found employment in a bakery purely by coincidence. He did not enter with the ambition of becoming a tycoon; it was simply the opportunity available while the country stood still. He worked diligently, absorbing the nuances of the trade, the chemistry of the dough, and the logistics of daily production. Only after the situation returned to a semblance of normalcy did he return to his home village. There, he realized that the "accidental" knowledge he had gained could be turned into a future. Without large investment or corporate partners, he began as a self-

employed individual. What started as a small village-based venture eventually evolved into the national entity it is today—a journey sparked by coincidence but fueled by the decision to transform a temporary job into a lifelong craft.

### **The Driving Force Behind National Expansion**

The transition from a solitary village operation to a brand with a presence across all of Sri Lanka occurred because Wasana Bakers stayed true to a people-oriented philosophy. Many businesses fail because they become obsessed with spreadsheets and profit margins, losing sight of the human being at the other end of the transaction. As Mr. Bombuwala's self-employment began to grow, he realized the public had a genuine affection for what the company was creating. Customers did not see just a product; they saw a business that understood their needs and shared their values. Because this bond was prioritized, the path to national expansion became significantly easier. When a business is truly people-oriented, the people themselves become its greatest advocates. Growth was not driven by aggressive marketing but by a shared understanding between producer and consumer. The company grew because it was loved, and it was loved because it respected the community it served.





### **Impact of Devastating Floods on Business, Customers, and Service**

Sri Lanka's natural disasters, particularly the devastating floods, brought profound shock to the national psyche, and Wasana Bakers was not immune. When the floods hit, the entire country felt a sense of paralysis. The business was stuck for several days as operations simply stopped while the immediate reality of the disaster was addressed. Resilience, however, is not about avoiding the shock but about how quickly one recovers from it. Through a combination of the company's own internal recovery protocols and broader government intervention measures, Wasana Bakers was able to stabilize within weeks. The acute shock lasted about seven days, during which the focus remained entirely on assessment and safety. By the second or third week, operations had returned to previous levels. It was a true test of structural integrity, and the company passed it by staying focused on the eventual return to normalcy.

### **The Greatest Challenge to Daily Operations During Floods**

The single greatest challenge during the flood periods was logistics and infrastructure. While products remained safe and undamaged, the ability to move them was severely compromised. The company has a significant presence in areas like Gampola, which were hit particularly hard, making delivery of fresh goods impossible for a short time. Several branches suffered physical damage, forcing production and distribution to halt for roughly two weeks. Yet the most remarkable outcome emerged when operations resumed: the moment doors reopened and delivery trucks moved again, demand was exactly where it had been before the flood. Customers had not moved on; they were waiting. This loyalty allowed the business to continue almost

immediately, proving that the foundation built during normal times was strong enough to survive the extraordinary ones.

### **Rebuilding Morale and Mental State of Team Members After the Floods**

When the floods receded, approximately 100 shops and agencies had been "injured"— their premises damaged, livelihoods threatened, and owners left in psychological shock. This was where Wasana Bakers' people-oriented nature was truly tested. As a leader, one cannot simply tell people to be resilient without providing the means to do so. The company took a very direct approach: immediate assessment by visiting each of the 100 affected locations to understand the damage; direct financial intervention, where estimated losses were calculated and paid in cash without waiting for insurance claims or paperwork; and psychological rescue, by removing the financial burden and showing partners they were not alone. By stabilizing their financial situation, their mental state was also stabilized. This act of solidarity ensured the network remained intact and that everyone representing the brand felt valued and protected. To Mr. Bombuwala,

that is the true meaning of a people-oriented business: standing with your people when the water rises, not just when the sun is shining.

### **Brands' Social Responsibility in Times of Natural Disasters**

Mr. Bombuwala firmly believes that brands have a great social responsibility during natural disasters. As businesspeople, the duty extends not only toward the business itself but also toward humanity and the surrounding communities. Compassion and support must be shown to those affected. As a country, all necessary actions and interventions should be taken to help the nation recover. Organizations must operate with this mindset and work toward supporting society during difficult times.



### **The Main Lesson Learned from the Experience**

The recent floods served as a powerful reminder of an important lesson: business is not only about profit; it is also about responsibility and compassion. During difficult times, businesses must stand with the community. At Wasana Bakers, the experience reinforced how vital it is to support affected people, take care of staff, and continue serving the community. It showed that businesses can play a meaningful role in giving people hope and support during challenging times.

### **Advice to Small Businesses Facing Similar Challenges**

In any business, pressure is inevitable—especially during disasters. It is therefore essential to build inner strength to face that pressure because one's future depends on how well those challenges are handled. A simple cricket analogy illustrates this: if a batsman can handle the pressure and keep batting, he stays in the game; if he cannot, he must leave the field. Business is very similar. Whether someone is planning to enter the business world or already running a small enterprise, they must learn to face challenges and handle pressure while moving

forward. One day, that same pressure will lead to a better and more successful place.

### **Message of Hope to Customers Today**

All of us can face different kinds of challenges at unexpected times and in unexpected ways. During such moments, it is important to stay hopeful and strong. Mr. Bombuwala encourages customers to keep believing that together we can overcome any challenge. At Wasana Bakers, the company will continue to support the community, provide quality service, and stand with its customers. With unity, compassion, and determination, a better future can truly be built together.

*Written by*

**Sachintha Weerasena  
Irasha Fernando**

# WRITING YOUR NEXT CHAPTER WITHOUT THE WORRY

Life is a book of surprises - some good, some unexpected. See how the right coverage acts as your co-author, ensuring that no matter the plot twist, your story always has a secure ending.

## Mr. Anushka Sandaruwan

Senior Executive

Undisclosed Life Insurance Company



### **Rising After the Floods: Financial Resilience and the Hidden Strength of Life Insurance**

When floodwaters swept across parts of Sri Lanka, they did more than damage homes and roads. They disrupted supply chains, halted business operations, and shook financial confidence across districts like Polonnaruwa and Anuradhapura.

### **For many entrepreneurs, it was not just a natural disaster; it was a financial test.**

In the middle of this crisis stood one of the world's leading life insurance institutions operating in Sri Lanka. Due to legal reasons,

the company's name cannot be disclosed. However, its global strength, structured risk management systems, and decades of experience positioned it as a stabilizing force during uncertainty. To understand the deeper financial lessons behind the crisis, we interviewed Senior Executive Mr. Anushka Sandaruwan, who shared powerful insights on business survival, financial planning failures, and the role of life insurance in disaster recovery.

## The Immediate Financial Shock

*“When the floods hit, the first impact we saw was hesitation,”* Mr. Anushka explained.

Businesses were struggling to repair damaged assets, restore inventory, and maintain employee salaries. Naturally, many postponed financial commitments. According to him, new life insurance policy registrations declined by approximately 25% to 30% during the peak period of disruption.

Existing clients also faced temporary difficulties in maintaining regular premium payments. Cash flow became the primary concern. Businesses prioritized operational survival over long-term financial protection.

Yet, despite these short-term setbacks, the company remained stable.

*“Our overall performance across the island remained resilient,”* he said confidently.

*“There was a slight revenue slowdown, but our structure allows us to recover quickly.”* This resilience reflects the advantage of being part of a globally recognized life insurance network with strong capital backing and diversified risk management frameworks.

## Insurance Is Not an Expense – It Is a Strategy

One of the biggest misconceptions highlighted during the discussion was how business owners perceive life insurance.

*“Many people see it as an unnecessary cost,”* Mr. Anushka noted. *“They don’t see the return immediately, so they underestimate its value.”* However, disasters like floods reveal a different truth.

Businesses that had integrated insurance into their long-term financial strategies recovered faster. They had liquidity support. They had structured protection. Most importantly, they

had confidence.

Those without coverage struggled with loans, delayed supplier payments, and reduced employee salaries. The difference was not luck. It was planning.

## Risk Awareness in Flood-Prone Regions

Districts like Polonnaruwa and Anuradhapura have historically experienced heavy rainfall and seasonal flooding. Yet, many entrepreneurs continue operations without incorporating environmental risk into their financial models.

Mr. Anushka emphasized that risk is predictable—even if disasters are not. *“If you operate in a vulnerable area, risk management should not be optional,”* he explained.

Businesses with proper insurance assessments, emergency funds, and long-term vision minimized damage and resumed operations faster than competitors who relied purely on optimism.

## Human Capital Is the Real Asset

Another powerful theme that emerged was the protection of human capital.

*“A company’s greatest strength is not its buildings. It is its people,”* Mr. Anushka said.

During disasters, employee security becomes critical. If a key decision-maker or business owner faces personal tragedy without financial coverage, the entire organization can collapse.

Life insurance ensures continuity. It protects families. It secures business loans. It stabilizes leadership transitions. When employees are covered, productivity improves. Loyalty strengthens. Decision-making becomes more confident.

In this sense, insurance is not just financial protection—it is organizational empowerment.

## **Financial Discipline Determines Recovery Speed**

The floods exposed a major difference between businesses: financial discipline.

Companies with structured budgeting, diversified investments, and risk planning recovered within weeks. Others faced months of instability.

Interestingly, the unnamed insurance institution itself demonstrated how financial discipline works at a corporate level. Despite reduced new business volumes, its strong capital structure ensured operational continuity and customer service stability.

This sends a broader message: resilience is built before the crisis—not during it.

## **A Changing Mindset**

One positive outcome of the floods has been increased awareness.

Mr. Anushka observed that many business owners who previously ignored life insurance are now reconsidering their decisions.

*“People are beginning to understand that disasters are no longer rare events,”* he said.

*“Preparation is becoming a necessity.”*

This shift in mindset may reshape financial planning culture in Sri Lanka, particularly among small and medium-sized enterprises (SMEs).

The recent floods in Sri Lanka were a harsh reminder that uncertainty is part of business reality. But they also revealed something powerful—financial resilience is achievable.

Through this insightful discussion with Senior Executive Mr. Anushka Sandaruwan in Polonnaruwa, we see that life insurance plays a silent yet transformative role in economic stability.

It protects entrepreneurs. It empowers employees. It strengthens communities. And most importantly, it turns crisis into opportunity for rebuilding stronger foundations. In today’s unpredictable world, the question is no longer “Can we afford insurance?”

The real question is -  
**Can we afford to operate without it?**

*Written by*

**D.N. Dilrukshi Dissanayaka**

# Alumni Feature



## LEADING BEYOND BOUNDARIES

### Mr. Indunil Palihawadana

Board Director Elektrateq (Pvt) Ltd  
Business Development

#### An Inspiring Conversation with a Visionary Alumnus

It was both a privilege and an honor to interview one of Horizon Campus's most distinguished alumni, Mr. Indunil Palihawadana, whose journey from an influential student leader to a respected corporate professional serves as a profound inspiration for aspiring graduates. His story demonstrates how determination, initiative, and leadership cultivated during university life can transform ambition into meaningful, long-term professional success.

Mr. Indunil's journey reflects more than career achievements; it embodies the essence of resilience, creativity, and the courage to step forward when opportunities are not readily available. From shaping student culture on campus to driving strategic business growth at globally connected companies, his experiences offer invaluable lessons for both current students and young professionals.

#### Global Exposure Shaping Leadership

Born and raised in Oman, Mr. Indunil grew up in a multicultural environment that nurtured adaptability, confidence, and a global perspective from an early age. Living amidst diverse communities taught him how to navigate different cultures, communicate effectively across boundaries, and embrace challenges with resilience.

With a strong aspiration to experience both academic excellence and a dynamic university lifestyle, he chose Horizon Campus to pursue studies in Management. This decision marked the beginning of a journey that would shape not only his professional path but also his personal growth, leadership style, and understanding of teamwork.

From the outset, Mr. Indunil demonstrated strong initiative and engagement within campus life. Recognizing that leadership opportunities for management students were limited at the time, he stepped forward to create inclusivity, strengthen student collaboration across faculties, and encourage peers to actively participate in shaping campus culture.

### **A Transformative Student Leadership Journey**

Mr. Indunil's leadership journey evolved rapidly from Student Council Secretary to Vice President and eventually President. His tenure marked a turning point in Horizon Campus's student engagement landscape, as he fostered collaboration among students from diverse academic streams, including Management, IT, Law, and Science.

One of his most lasting contributions was introducing the campus T-shirt culture, which became a symbol of identity, unity, and student pride. This tradition continues to strengthen the sense of belonging among students

today. Under his leadership, campus life flourished through interfaculty sporting tournaments, talent showcases, social celebrations, and student-driven events that encouraged participation, creativity, and collaboration.

Mr. Indunil also emphasized the importance of nurturing smaller student batches. Although his batch was relatively small, he highlighted how strong teamwork, shared responsibility, and collective vision could overcome any limitations, setting a benchmark for future student leaders.

### **From Campus to Corporate Growth**

Following graduation, Mr. Indunil began his professional career as a Management Trainee at Ninewells Hospital under the Access Group, gaining valuable exposure in sales, marketing, and stakeholder engagement. He then moved to Securatec, where he expanded his expertise in international trading, importing operations, procurement, and tender management. These early experiences allowed him to build a strong foundation in operational efficiency, strategy, and cross-functional collaboration.

His professional journey further advanced at CodeGen International, where he honed his skills within a global corporate framework, working across teams and geographies. Today, as Board Director Business Development at Elektrateq (Pvt) Ltd, he plays a key role in the growth of an internationally connected organization while proudly positioning Sri Lanka at the forefront of its business development efforts.

### **Overcoming Challenges and Creating Opportunities**

Reflecting on his university years, Mr. Indunil described Horizon Campus during his time as an institution still in its developmental phase. Resources were limited, infrastructure was in progress, and industry recognition was lower compared to the present day. Gaining credibility in the professional world required determination, creativity, and relentless effort.

Rather than viewing these limitations as obstacles, he and his peers embraced them as opportunities to grow. These challenges strengthened resilience, adaptability, and teamwork, helping them develop a mindset that sought solutions instead of waiting for opportunities. Mr. Indunil expressed pride in seeing how current students benefit from improved industry credibility, built upon the foundations laid by earlier student leaders.

### **Memories That Defined a Generation**

Among his most cherished memories is his involvement in the Student Council, where collaboration, leadership, and innovation defined the

student experience. One standout achievement was organizing the Poson Kalapaya, recognized as one of the first large-scale student-led events at Horizon Campus.

The event was celebrated for its beautifully designed decorations, cultural significance, and extensive participation across faculties. More importantly, it demonstrated that students could successfully execute complex initiatives even with limited resources, fostering unity and collaboration across the campus community.

Mr. Indunil also served as a bridge among faculties, coordinating students with diverse perspectives and managing differences effectively. By identifying individual strengths and allocating responsibilities strategically, he ensured successful teamwork while maintaining harmony and mutual respect among all students. He emphasized that student leaders must focus on bridging gaps, fostering collaboration, and ensuring that barriers do not divide communities. Leadership, he believes, is about creating a positive and lasting impact on peers, faculty, and the broader campus environment.

### **Initiative Beyond Academics**

Horizon Campus played a pivotal role in shaping Mr. Indunil's confidence and practical leadership skills. Having actively played cricket in Oman, he sought to continue the sport at university. Although a playing ground existed, there was no organized cricket team at the time. Recognizing this gap, he took the initiative to establish the team, often training under challenging conditions on unfinished concrete spaces, with students collectively contributing funds to create the foundation of the team.

This experience reinforced a powerful lesson: when opportunities are not available, true leaders create them themselves. Overcoming these challenges built confidence, teamwork, and a strong belief in achieving targets through perseverance and shared commitment.

### **Mentorship and Life-Changing Guidance**

Mr. Indunil attributes much of his personal growth to the mentorship of Horizon's lecturers, whose guidance extended far beyond academic instruction. A particularly influential lesson from Mr. Terrance Kahapolarachchi has remained central to his professional philosophy: "Don't be a small fish in a big pond; be a big fish in a small pond."

This advice shaped his approach toward career decisions and leadership, encouraging him to pursue environments where he could create a meaningful impact rather than simply blending in. Mr. Priyankar Darshana also played a key role, maintaining close,

supportive relationships that offered both guidance and life lessons.

Career development workshops left lasting impressions as well. In one memorable session titled "Sell Me This Pen," he demonstrated creativity and situational thinking by focusing on understanding the interviewer's needs rather than promoting the product itself. These lessons in confidence, observation, and adaptability remain central to his leadership approach today.

### **Learning Confidence Through Experience**

Student-led initiatives and extracurricular activities provided opportunities to develop critical workplace skills early. Bringing together students from diverse faculties with differing attitudes required problem-solving, communication, and diplomacy. Horizon Campus offered the freedom and support for students like Mr. Indunil to address these challenges head-on, fostering unity, collaboration, and collective achievement.

The values cultivated during his university years—communication, critical thinking, leadership, teamwork, accountability, and time management—continue to guide him in his professional life. Working in an environment that encouraged experimentation and learning from mistakes helped students develop professionalism and credibility, both essential for long-term career success.

## **The Horizon Advantage**

What truly sets Horizon Campus apart, according to Mr. Indunil, is its vibrant university culture. The campus brings together students from diverse social and professional backgrounds, encouraging collaboration through clubs, societies, and student-led events.

This exposure equips students with not only employable skills but also the ability to lead, collaborate, and innovate in any environment. Transitioning from an international upbringing in Oman to Sri Lanka broadened his adaptability and strengthened his cultural understanding, preparing him for leadership roles in globally connected organizations.

## **Advice for Future Leaders**

Mr. Indunil emphasized the importance of building strong professional relationships and maintaining credibility. Communication, networking, and reputation management are vital for long-term career growth. He encourages students to actively connect on platforms like LinkedIn while safeguarding personal integrity and digital presence, as professional opportunities often follow from the networks and reputation developed during university years.

He believes that creating and maintaining positive connections, practicing accountability, and approaching challenges with

initiative ensures enduring success in any career path. A Journey of Leadership and Inspiration

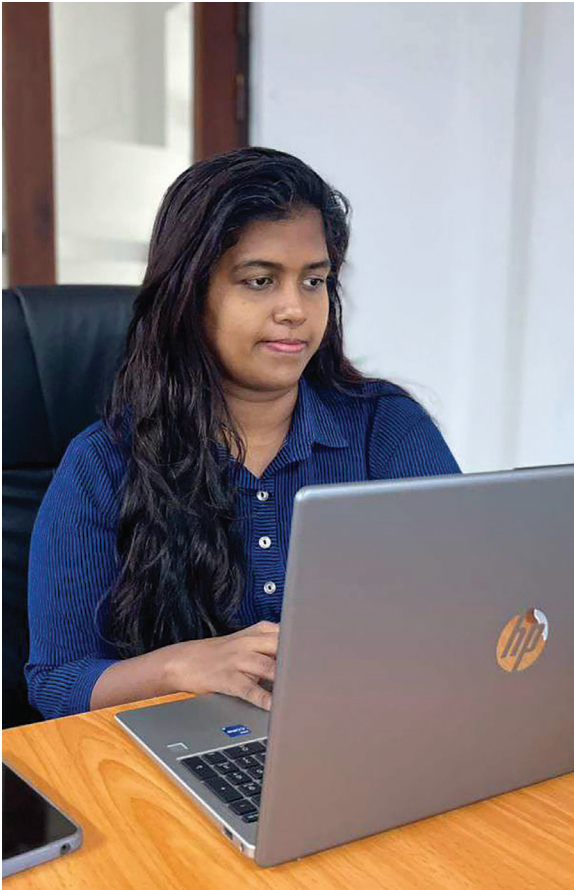
Our conversation with Mr. Indunil Palihawadana provided invaluable insights into leadership, resilience, and the significance of creating opportunities rather than waiting for them. His journey demonstrates that growth often begins in challenging circumstances and that confidence is built through action, collaboration, and continuous learning.

As students and interviewers, we learned immensely from his journey and were inspired by the wisdom and encouragement he shared. His experiences serve as a powerful example of how leadership cultivated during university life extends far beyond campus, shaping not only professional success but also lasting personal impact.

### ***Written by***

**Githmi Maneka  
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# Alumni Feature



## RESILIENCE, LEADERSHIP, AND RESPONSIBILITY: ONE GRADUATE'S POINT OF VIEW

**Ms. Dilshi Samaraweera**

Founder & Owner of Chedil Talent Advisor  
Visiting Lecturer at Horizon Campus

When a magazine wants to talk about topics like leadership, resilience, and social responsibility, the best ideas often come from real life, not from theories. Dilshi Samaraweera graduated from Horizon Campus's Intake 1 program. She has tested all three in her student years, in her professional life, and in the larger context of a country in crisis. What comes across in her story is a quiet but strong understanding: these traits are not natural; they are learned, practiced, and passed down.

### The First Step: Building a Foundation

Being part of the very first batch at Horizon Campus came with its own set of challenges. Resources were still developing, systems were being shaped, and the culture of the institution was being written by those present. For Dilshi, that environment became an unexpected training ground.

"There was no template to follow. We had to take initiative, collaborate, and sometimes figure things out as we went. That experience taught me something valuable—that you don't

wait for ideal conditions to grow. You grow by working with what exists and improving it.”

The academic program in Human Resource Management gave her a solid base, but the real growth came from stepping into roles she hadn’t anticipated. From campus events to serving on the Student Council, each responsibility demanded communication, coordination, and the ability to carry tasks through completion.

“Those were not just extracurricular activities. They were opportunities to learn how to work with people, how to handle pressure, and how to take ownership. I didn’t realize it then, but those were my first lessons in leadership.”

## Resilience in Practice

For many students, the transition from campus to career is smooth. For Dilshi, it was layered with the need to balance academics with work—a decision born out of personal responsibility rather than privilege.

“Managing studies alongside work taught me discipline. There were times it was demanding, but that period shaped my ability to prioritize, to stay organized, and to keep moving forward even when things felt heavy. Those are skills I still use daily.”

That resilience translated directly into her early career. Starting as an HR Intern at Quantum Intimates, she absorbed the full range of HR functions—recruitment, engagement, training, and performance

management. Each role added depth, and each organization offered new lessons. Today, she runs her own HR consultancy, Chedil Talent Advisor, while also serving as a Visiting Lecturer at Horizon Campus. The thread connecting these roles is consistent: a focus on people, systems, and steady growth—not spectacle, but substance.

## Leadership Without Titles

One of the themes the magazine set out to explore is how leadership shows up in unexpected ways. For Dilshi, leadership has always been about responsibility rather than position.

“In HR, you’re constantly navigating between organizational goals and individual needs. You learn quickly that leadership isn’t about giving orders—it’s about listening, finding solutions, and creating environments where people can perform at their best.”

She points to her time at the Student Council as an early example. The role required bridging different perspectives, coordinating teams, and ensuring that initiatives moved from idea to execution.

“You can’t lead if you don’t understand the people you’re working with. That’s a lesson that has stayed with me through every role.”

## Responsibility Beyond the Workplace

The magazine’s theme extends naturally to how individuals respond to broader societal challenges. For Dilshi, the 2025 floods in Sri Lanka brought the concept of social responsibility into sharp focus.

“When the floods happened, I saw communities organizing themselves—people helping neighbors, collecting resources, ensuring that those who were vulnerable were not left behind. It was a reminder that responsibility doesn’t start when you hold a title. It starts with the decision to act when you see a need.”

She notes that the skills she developed—coordination, empathy, the ability to work under pressure—became immediately relevant outside the professional context.

“As graduates and professionals, we are part of the same communities. The same principles that guide us in the workplace—integrity, collaboration, and accountability—apply when we contribute to social efforts. It’s not separate; it’s connected.”

## Advice for Current Students

When asked what she would tell students to prepare for their own journeys, Dilshi’s response is straightforward.

“Make use of every opportunity on campus—academics, clubs, student leadership, internships. Build both your technical knowledge and your ability to work with people. Communication, emotional intelligence, and the ability to collaborate are just as important as what you learn in textbooks. And don’t underestimate the value of taking responsibility. Whether it’s a small project or a leadership role, the habits you build now will follow you into your career. Resilience, discipline, and a clear sense of responsibility— those are the things that last.”

## Conclusion

Dilshi Samaraweera’s journey is not presented here as a story of exceptional achievement but as an example of how core qualities—resilience, leadership, and social responsibility—are built through everyday experiences. In a world that often celebrates quick success, her perspective offers something quieter but no less valuable: the understanding that lasting impact comes from consistent effort, a willingness to take responsibility, and a commitment to the people around you.

## Written by

**Shaily Chandrakumar**  
**Sadini Kavindya**  
**Sachini Nishadika**  
**Lalindu Keshan**  
**Malindu Shashan**





Sri Lankan queues are not just formed but reoccurring. They come back with a persistence that is not only determined by market conditions, but also by collective memory.



As the geopolitical tensions between Iran and United States turned into an open conflict in 2026, the immediate domestic reaction was not the apparent lack, but a behavioral change. Cars were piled up at fuel stations, households hastened their replacement of cooking gas cylinders, pharmacies were overwhelmed by demand of basic medicine, and supermarkets were overwhelmed by faster purchases of staple foods like rice, sugar, dhal, and milk powder. Consumption, in its turn, started to surpass immediate need. This reaction had its roots much deeper than the domestic economy of Sri Lanka. The war interfered with the Strait of Hormuz, an important energy chokepoint in the world, were, according to the International Energy Agency, about 20 percent of the global oil passes through every day. International oil markets responded swiftly. Market data released by Reuters and Bloomberg show that crude oil prices have risen to over USD 100 per barrel in weeks after rising to about USD 80 before escalation, with short-term spikes of up to USD 120 as geopolitical risk escalated.

In the case of Sri Lanka, this external shock was in the form of a generalized domestic price increase in basic commodities. According to the repricing of petrol and diesel by the Ceylon Petroleum Corporation and reported by the Central Bank of Sri Lanka, the price of petrol went up by about LKR 317 per liter to about LKR 398 and the price of diesel went up by about LKR 382- a significant increase of about 25 percent in a very short period.

But the effect was far beyond fuel. According to Litro Gas Lanka, the cooking gas prices had earlier increased to above LKR 4,860 at the height of the crisis, but then stabilized and were again under pressure as the global prices rose and fell. This indicates a growth of almost 190 percent at its highest point, which shows how sensitive household energy prices are to the global market. The same volatility was observed in food prices.



The retail price of rice according to the data provided by the World Bank and the Department of Census and Statistics in Sri Lanka rose to more than LKR 220-250 in the times of peak inflation as compared to the pre-crisis period when it was around LKR 100-120 per kilogram. The price of imported milk powder increased by approximately LKR 945 per 400g packet to over LKR 1,900 and the price of wheat flour increased by over 80 percent in a year because of the global supply disruptions. The average price of sugar, estimated at LKR 130 per kilogram in 2020, rose to above LKR 250 when there was a shortage and policy fluctuations.

The pharmaceutical industry was no exception to harsh pressure. The Ministry of Health Sri Lanka reported that more than 180 essential medicines were in short supply during the crisis period with some imported medicines showing a price increase of more than 50-70 percent as a result of currency depreciation and import restrictions. In some instances, patients had to find alternatives or cut down on consumption completely, which underscores the importance of supply instability in healthcare. However, even with these quantifiable price changes, cost alone cannot explain the behavioral response. Queues started to grow in various industries even before supply chains started to become critically disrupted. Households that already had adequate amounts of fuel, gas, medicine, and food did more buying. Consumption was no longer linked to immediate utility but shifted to precautionary accumulation. This is a break with economic theory. Diminishing Marginal Utility is a concept that implies that the marginal satisfaction of consuming an extra unit of a good decreases as one consumes more of it. The initial unit of fuel, gas, medicine, or food is essential; the marginal utility of additional units decreases. Logically, consumption ought to level off when needs are satisfied. But the behavior that is observed in Sri Lanka is systematically different to this model.

A better explanation is given by behavioral economics. People are highly loss-averse as shown by Daniel Kahneman and Amos Tversky using Prospect Theory,



which puts more psychological emphasis on losses than gains. Here, the perceived deprivation of access to basic commodities, such as fuel, cooking gas, medicine, or food, creates a behavioral reaction that puts security over efficiency. This is enhanced by herd behavior, which Richard Thaler discusses. When people see others stockpiling, they are likely to do the same, as it is an indication of possible scarcity. Queues are self-perpetuating processes: one person purchases more rice or medicine, another sees this as an indicator of scarcity, and a third one joins in to not be left behind. The demand grows gradually without reference to the real supply limits.

These behavioral reactions are entrenched in the recent economic history of Sri Lanka. The World Bank and the Asian Development Bank





reported that inflation reached its highest point of about 69.8 percent in 2022, and food inflation was over 50 percent. The Sri Lankan rupee lost value against the USD by approximately LKR 203 to almost LKR 363, making imported goods unaffordable. Shortages of fuel, cooking gas, medicine, and food were experienced at the same time during this period and the availability of supply in certain sectors reduced by over 50 percent. In 2026, when the world oil prices shot up once again, over USD 100 per barrel according to the international energy market reports, these numbers were viewed through the prism of previous experience. Behavior was anticipatory and not reactive. This poses a basic paradox in consumption behavior. Whereas diminishing marginal utility is expected to predict declining satisfaction

with consumption, behavioral responses due to uncertainty reverse the relationship. The marginal utility of each extra unit of an essential good, such as a second gas cylinder, extra medicine, or extra groceries, is low, but the psychological satisfaction is high. The effects are systemic. With the growth of demand that is not necessitated, supply chains are under artificial pressure in various industries. According to reports by the Ministry of Power and Energy Sri Lanka, these surges in demand have necessitated the reinstatement of rationing and controlled distribution. What starts as a rational precaution on an individual level turns into irrational results on a collective level, which adds to the very scarcity it aims to avoid.



The vulnerability of Sri Lanka is at the point of structural exposure and behavioral amplification. Being an import-dependent economy, it is very vulnerable to world shocks in energy, food, and pharmaceuticals. But the manner in which these shocks are locally manifested is determined by behavioral responses, which are caused by fear, memory and expectation. With the oil prices varying above USD 110 per barrel and domestic prices of fuel, gas, food and medicine changing in line with these changes, the numerical indicators do not fully explain the observed results. They are stimuli in a behavioral system that is influenced by uncertainty. Rational utility maximization is not the only factor that controls consumption in Sri Lanka. During unstable times, it is controlled by



fear, anticipation, and the need to be in control. Queues are formed in this divergence-between economic theory and behavioral reality. In the future, the implication goes beyond short-term consumption behavior. As the United Nations has recently warned, the disruption of the Strait of Hormuz is no longer considered as an energy crisis, but a fast-growing food security crisis. According to UN estimates, 20 to 30 percent of the world traded fertilizers, and more than 1.3 million tons per month, can no longer pass through the strait because of the current disruptions caused by conflicts. At the same time, tanker traffic through the corridor has dropped by more than 90 percent, severely constraining both energy and agricultural input flows.

These effects are already being felt in the world commodity markets. Fertilizer prices have soared, with urea prices increasing by up to 46 percent in just one month and the world fertilizer prices are likely to be 15-20 percent above the current prices in the short run. These gains are not in isolation; they are directly fed into agricultural production systems. According to the Food and Agriculture Organization, the impact of fertilizer shortages is delayed but strong, and a six-to-nine-month lag between decreased input consumption and decreased crop yields and increased food prices. This poses a critical risk window of 2027 to countries such as Sri Lanka. The dependency on fertilizers, coupled with the increasing prices that may increase the price of a typical 50kg bag of urea to up to LKR 15,000-20,000, is a threat to agricultural production, especially rice, which is still at the heart of national food security. The decrease in the use of fertilizers is bound to result in a decrease in yields, constraining domestic food production and increasing price pressures on key commodities. The bigger international perspective is even more alarming. According to the World Food Programme, continued disturbances associated with the Strait of Hormuz may drive as many as 45 million more individuals

into acute hunger by 2026-2027 should the situation continue. What starts as an energy shock thus spills over to a food system crisis, with the developing economies bearing the brunt of the impact.

Here, the panic buying behavior that is being experienced today acquires a new meaning. It is no longer just a behavioral over-reaction to uncertainty- it is a response to structurally emerging scarcity at an early stage. The behavioral forces that dominate diminishing marginal utility, loss aversion, herd dynamics and memory, can become even stronger as shortages become anticipated and actual. Therefore, the lines observed in Sri Lanka are not merely indicators of the current instability, but the indicators of a more profound course. Should the Strait of Hormuz unrest continue into 2027, the crisis can turn into a fertilizer crisis, and eventually food shortages with features akin to famine in susceptible areas. What starts as fear of fuel can turn into fear of food. And in that passage the separation between economic theory and behavioral reality is not reduced-it is increased.

# FROM HR DESK TO LECTURE HALL:

# WHAT GENERATION Z TAUGHT ME ABOUT WORK

Lakmini Jayasekara

Senior Lecturer

Faculty of Management



I have met Generation Z individuals, whom I here specify as those born between 1997 and 2012, in the office and the classroom. When I was a Human Resource Practitioner, I worked closely with this new generation in the workplace. Now in the lecture halls, the majority of the students belong to Generation Z. Observing them from both spaces has been interesting, as they make a quiet but powerful change in the workplace.

*Change?*

*What kind of a change?*

Let me share three angles of it with you to see it for yourself.

### **The question that no longer has an answer**

There is one question I always ask in my lectures, "Who do you want to become?" For many of us, this question defined our childhood. Our teachers, families and friends have asked this a lot, and the answers came easily: doctor, lawyer, engineer, teacher, banker, entrepreneur. Even I had a list. At different points, I wanted to become a writer, a lecturer, an event planner, and a businesswoman. Our aspirations were vivid and often dramatic. We visualised job roles before we understood responsibilities. We have played with dolls about working in offices. But when I pose the same question to my students today, the response is different.

**Silence.... Not confusion. Not ignorance. Just thoughtful silence.**



Very few share a clear career ambition. It seems that others do not frame their futures in fixed labels and titles. Some finally say they want to "figure it out along the way." This didn't surprise me as I have seen Generation Z individuals working in organisations without knowing whether they want to continue in the same or switch. Yet, I wondered whether exposure to too many options had created uncertainty. Or whether career imagination had weakened. Or is this because Generation Z might not want to restrict themselves to a single identity at the beginning of their journey?

### **When work feels different**

The second angle unfolds outside the university gates. Occasionally, some of our past students visit us to reconnect. A common theme in these conversations is dissatisfaction with work-life imbalance. I belong to a generation that considered late working hours almost a badge of commitment. If the company sponsored a dinner and provided doorstep transport, we felt that staying an additional hour to enjoy the work together with colleagues would be satisfying. Similarly, when we were given opportunities to attend training

programs, seminars, workshops, or networking events, we treated them as privileges. Even if they disturbed our personal time, we believed that to be an investment in our growth. But the reactions I hear from our past students are different.

Where past generations saw privilege, the new generation often sees imbalance. Where past generations saw opportunity, the new generation sees obligation.

They perceive additional projects, long working hours, workshops and training to be disturbances in personal space. Company networking events are sometimes perceived as obligatory “check-box” activities rather than growth opportunities. A student mentioned she would rather be an operational-level customer support staff member despite having a degree. Another student mentioned that she prefers to be a housewife rather than working in tense offices. It is not about this group of students. I have seen my younger colleagues expressing the same idea. They question whether constant availability is sustainable. This does not mean one perspective is right and the other wrong. It simply tells that the meaning attached to work has changed.

### Beyond the career ladder

Maybe the most telling angle of this story is the third one. I have noticed that it is not only our students but also my younger colleagues who are managing multiple income streams. Some of them have small online businesses, while others are involved in online content creation or freelance consulting and tutoring. Some of them engage with these activities alongside their main jobs, while others do not have a main job.



Casual chats mostly reveal that their focus is not on climbing up a corporate ladder, even though previous generations stayed within corporate structures and competed to advance up the corporate ladder. After becoming executives, previous generations desired to advance to assistant managers, managers, and directors.

### Generation Z does not seem equally motivated by this linear progression.

One of my students, at the end of an HR debate, mentioned that Generation Z is not difficult, but different. They are less attracted to titles and more attracted to autonomy, flexibility, personal branding, and diversified income sources. When I ask a student about being a full-time social media influencer, her answer was “financial security is important, but so is freedom to enjoy life”. They express their preference to do something where they can truly enjoy their lives.

The unanswered career ambition question, the dissatisfaction with traditional work culture, and the rise of multiple income streams emphasise that “There is change. Generation Z represents



a different thinking pattern, a different sense of self, and a different definition of ambition.” Having managed Generation Z in the corporate world and now educating them in the classroom, I believe that both workplaces and Generation Z employees must be willing to change and adapt to each other. The traditional business world must be willing to re-evaluate its policies and practices, which suited years ago but no longer.

Yet, the corporate world cannot be expected to reshape itself overnight. They depend on structures, commitment, collaboration, and continuity. Young employees should also understand the practical implications of business decisions. The business environment is constrained by financial pressures, client expectations, and deadlines, where late-hours influence the outcome. Trainings have their purposes. Discomfort calls for professional development. It is crucial to understand these organisational realities, show persistent dedication, and respect hierarchy when needed. Professionalism and consistent effort must be balanced with freedom and flexibility. Employees cannot be disengaged, but selective engagement can be an option. Building a career still requires patience.

**Success may belong to those who develop mutual adjustment skills, not merely a title.**

# THE BUSINESS CIRCLE OF HORIZON CAMPUS

The Faculty of Management at Horizon Campus stands as a beacon of excellence, dedicated to molding the next generation of strategic thinkers and ethical leaders. By blending rigorous academic standards with real-world professional values, the faculty ensures that every student is prepared to navigate the complexities of the global marketplace with confidence and integrity.

At the heart of this mission lies the Business Circle of Horizon Campus. Far more than a traditional student club, the Business Circle serves as a dynamic bridge between the classroom and the corporate world.

It is a space where ambition meets opportunity, allowing undergraduates to transform theoretical concepts into actionable skills. Through a diverse portfolio of initiatives, the club empowers students to lead, innovate, and collaborate across all major business disciplines.

The current term has been defined by a commitment to "Learning Beyond Boundaries." The Business Circle has successfully navigated a calendar filled with high-impact engagements that touch upon every facet of modern business.

The club has prioritized meaningful interactions with industry giants, moving beyond simple guest talks to establish formal partnerships.

These collaborations have provided students with exclusive access to professional standards in HR, administration, and corporate governance, ensuring that the transition from campus to career is seamless and informed.



Recognizing the rapid evolution of global markets, the Business Circle hosted several specialized sessions focusing on the intersection of technology and business. From the disruptive power of Artificial Intelligence in people management to the shifting paradigms of digital content marketing and modern financial trends, students were equipped with the tools to stay ahead of the curve.

As the Business Circle looks toward the future, its goal remains clear: to continue as a catalyst for excellence. By harmonizing academic rigor with creative exploration and professional networking, the club ensures that the Faculty of Management remains a thriving hub for the architects of tomorrow's business world.

# BUSINESS CIRCLE OF HORIZON CAMPUS FACULTY OF MANAGEMENT

## Ignite – Inter-University Business Competition (NIBM)

Ignite was an inter-university business competition organized by NIBM, bringing together students from leading institutions such as KIU and SLIIT. Representing the Faculty of Management and the Business Circle of Horizon Campus, a team of six students participated. The competition provided valuable exposure to strategic thinking, teamwork, and real-world business challenges, while also offering an opportunity to showcase Horizon undergraduates at a national level.

## Workshop Series – Content Marketing in the Digital Era

The Business Circle hosted a workshop on Content Marketing in the Digital Era conducted by Mr. Naushad Zarook, Founder and CEO of Hope Digital. With over 10 years of industry experience working with brands such as Daraz, HSBC, Kaymu, and United Holdings, he shared practical insights on digital marketing strategies and content creation. The session helped students understand modern marketing practices and industry expectations.

## HR Guest Speaking Session (with CIPM Sri Lanka)

This session was conducted in collaboration with CIPM Sri Lanka and featured Mr. Dilan Bartholomeus as the guest speaker. The program focused on modern human resource practices, emerging HR trends, and professional insights relevant to students pursuing HR careers. It provided an interactive platform for students to gain industry knowledge and better understand the evolving expectations within the human resource field.

# EVENT LINEUP 2025/2026





## Business Circle E-Magazine Launch

The Business Circle officially launched its E-Magazine as a platform for students to publish articles, share industry insights, and highlight club activities. The initiative was chaired and led by Ms. Thisuri Jayathilaka and received strong appreciation from senior academic authorities at Horizon Campus. The project encouraged student creativity, knowledge sharing, and enhanced engagement within the faculty community.

## Personal Branding Session

Ms. Nilushi Kumaradas, Director – Supply Chain at Gamma Pizza Craft Lanka Pvt. Ltd., conducted an insightful session on personal branding. She shared her professional journey and guided students on developing a strong personal and professional identity. The session emphasized self-development, communication skills, and career positioning, helping students understand the importance of building a recognizable and impactful personal brand.



## Crafting a Legacy – The Story of Building a Personal Brand (5th March 2025)

This inspiring session featured Mr. Dhanika Perera, founder of Helakuru, who shared his journey in building a successful digital brand. The discussion focused on entrepreneurship, innovation, and the importance of personal branding. He highlighted how individuals can create a lasting professional legacy through consistency, creativity, and strong vision, motivating students to pursue impactful career paths.







## The Future of HR – How AI is Transforming People Management (30th January 2026)

Held at the CIPM Auditorium, Narahenpita, this session featured Ms. Thushari Premaratne, Senior Manager – Global HR Shared Services at IFS. The discussion focused on how artificial intelligence is transforming HR functions such as recruitment, employee engagement, and HR analytics. The session provided students with valuable insights into the future of HR and the role of technology in workforce management.

## Hayleys Advantis All-Round Competition (12th February 2026)

The Advantis All-Round Competition, organized by Hayleys Advantis at BMS Colombo Graduate School, was a gamified learning initiative designed to enhance student engagement. Ten students from the Business Circle, Faculty of Management, represented Horizon Campus. The competition offered practical exposure to business problem-solving, teamwork, and decision-making in a dynamic and competitive environment.

## Meeting the Challenge – Panel Discussion Session (24th February 2026)

This interactive panel discussion featured alumni from previous intakes of the Faculty of Management, including Hasini Vidanagamage, Dilushan Shan, Hiruni Hettiarachchi, and Dilsha Samaraweera. They shared professional experiences, career challenges, and valuable guidance for current students.





The session created a strong platform for networking, mentorship, and knowledge sharing between graduates and undergraduates.

### **Bite O'Mania Street Food Festival (25th February 2026)**

Organized by Intake 12 and Intake 13 Management undergraduates as part of their Customer Relationship Management module, Bite O'Mania was a successful street food festival. Under the guidance of Senior Lecturer Mr. Chrishankar Jananathan, students demonstrated skills in event management, marketing, and customer engagement. The event showcased strong teamwork, creativity, and professional execution in a vibrant and engaging atmosphere.



### **Univogue 2026 – Fashion Show (5th March 2026)**

Univogue 2026, organized by Intake 13 and Intake 14 Management students under the guidance of Senior Lecturer Ms. Thisuri Jayathilake, was a highly successful fashion event. The show highlighted student creativity, innovation, and organizational excellence. It demonstrated strong collaboration, attention to detail, and effective event management skills, leaving a lasting impression on the audience and showcasing student talent.





# HORIZON BUSINESS REVIEW


## MUD, LOSS AND HOPE SURVIVING THE CHAOS



# FACULTY OF MANAGEMENT

- Master of Business Administration
- Bachelor of Management (Hons) in Accounting & Finance
- BSc in Business Management (Human Resources)
- Bachelor of Management (Hons) in Marketing
- Pearson HND in Business
- Diploma in Business (La Trobe University, Australia)

 Talk to us


 071 112 88 88



# FACULTY OF INFORMATION TECHNOLOGY

- BSc (Hons) in Data Science
- BSc (Hons) in Information Technology
- BIT (Hons) in Networking and Mobile Computing
- Pearson HND in Computing

 Talk to us

 0706 539 867



# FACULTY OF EDUCATION

- Master of Education
- Bachelor of Education (Hons)
- Bachelor of Education (Hons) in Biological Sciences
- Bachelor of Education (Hons) in Physical Sciences

 Talk to us

 0716 593 393



# FACULTY OF SCIENCE

- BSc (Hons) in Biotechnology

Talk to us

0701 834 247

# FACULTY OF TECHNOLOGY

- Bachelor of Biosystems Technology (Hons)

## Major specializations:

- Agriculture Biotechnology
- Agronomy & Irrigation Technology
- Bioresources Management & Technology
- BSc (Hons) Quantity Surveying (Top-Up)
- MSc. in Quantity Surveying
- MSc. in Construction Project Management

Talk to us

0701 834 247

# FACULTY OF LAW

- Bachelor of Law (LLB)
- Master of Laws (LLM)
  - International Commercial and Business Law

Talk to us

0716 623 623



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