



MINDNET

The Newsletter of the
COLOMBO MBA ALUMNI ASSOCIATION

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First Choice in Business Governance

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Colombo MBA Alumni Association - New Exco Elected for 2005/2006



Standing: Kumudini Welmillage, Kavinda De Zoysa, Neil Perera, Chris Corea, Anusha Wijegunaratne, Upali Ratnayake, Neil De Mel, Chandana Weerasooriya, Mahesh Jayasinghe.

Seated: Hilary Fernando - Assistant Secretary, Kalyani Rodrigo Immediate Past President, Mano Navaratnarajah - Vice President, Dr P.S.M. Gunaratne - Dean, Faculty of Management & Finance, Prasad Jayasuriya - President, Patron Professor T. Hettiarachchy - Patron CMBAAA & Vice Chancellor University of Colombo, Rohan Seneviratne - Deputy President, Suresh Kumar - Treasurer, Krishan Senaratne - Secretary, Gayathri Padmasekera - Assistant Treasurer.



In his acceptance speech President Prasad Jayasuriya thanked the outgoing president Kalyani Rodrigo and her team and outlined the plans and vision for the coming year,

emphasizing on a journey forward with more members & stronger ties. He stressed the importance of delivering value to the membership by building value added networks within the members. He said that in the coming year, the CMBAAA hopes to create more opportunities for the members to share their experience, knowledge & ideas with academics, businessmen and significant personalities, thereby fulfilling the obligations of the association to the university, industry and society. He further added, that they will also arrange special fun activities for the membership, which will help to build closer and more fruitful relationships with fellow members and requested the members to help the executive committee in achieving the goal of making all Colombo University MBA alumni, members of the association and participants of the journey forward.



Fellowship Dinner 2005 on Friday, 21st October 2005 at Taj Samudra Hotel - Crystal Ballroom (upper) for Tickets & Info Contact Anusha - 0777 872626, Gayathri 0785622047

Achieving the Millennium Development Goals in Sri Lanka

In September 2000, world leaders gathered at the UN General Assembly in New York to take stock of the challenges to humanity in the new millennium. They noted the importance of establishing peace and security, and turning globalization into a positive force for the world's people. Sri Lanka is one of the 191 signatories to the millennium Declaration, which emerged from the summit.

What are the Millennium Development Goals?

The Millennium Development Goals (MDG'S) are a set of time-bound and measurable goals, focused on reducing poverty, improving the quality of peoples' lives, ensuring environmental sustainability and building partnerships to ensure that globalization becomes a more positive force for all the world's people.

GOAL 1 : ERADICATE EXTREME POVERTY AND HUNGER

TARGET 01 : Halve Between 1990 and 2015, the proportion of people whose income is less Than one dollar a day

Extreme poverty measured as the proportion of the population living on less than US\$ 1 per day, is the lowest (6.6%) among South Asian countries. However, if the benchmark level were increased to \$2 per day, many more people would fall in this category. Income is also very unevenly distributed

TARGET 02 : Halve, between 1990 and 2015, the proportion of people who suffer from hunger

More than 20% of Sri Lanka's population is undernourished, child malnutrition in particular is relatively severe and problematic. Almost one third of Sri Lanka's children are undernourished, this figure rises in rural and estate areas.

GOAL 2 : ACHIEVE UNIVERSAL PRIMARY EDUCATION

TARGET 03 : Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.

The net enrolment ratio in primary education was 97% in 2000 - 2001, which is much higher than the south Asian regional average. The literacy rate of 15 - 24 year olds has increased

GOAL 3 : PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

TARGET 04 : Eliminate gender disparities in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015

GOAL 4 : REDUCE CHILD MORTALITY

TARGET 05 : Reduce by two thirds, between 1990 and 2015, the under five mortality rate

The under-five child mortality rate (21 per 1,000 live births in 1996) has decreased, but is still far from the target of 7.4 by 2015. Basic health care and widely available in most areas.

GOAL 5 : IMPROVE MATERNAL HEALTH

TARGET 06 : Reduce by three quarters between 1990 and 2015 the maternal mortality rate

Maternal mortality decreased substantially and is the lowest in South Asia. The target is to reach below 10.6 (per 1,000 live births) by 2015. Maternal health care services are generally satisfactory and the proportion of births attended by skilled health personnel was 96% in 2000. Although this is significantly lower in the estate sector (84%).

GOAL 6 : COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

TARGET 07 : Have halted by 2015, and begun the reverse, the spread of HIV/AIDS

Official rates of HIV/AIDS prevalence are still relative low in Sri Lanka. However, there is indication that actual infection rates are higher, and risk factors such as low contraceptive use, prostitution, and high migration pose serious challenges.

TARGET 08 : Have halted by 2015, and begun to reverse, the incidence of malaria and other major diseases.

The number of deaths associated with malaria was 9 in the year 2000. The number of new Malaria cases varies greatly from year to year, seemingly in a cyclical pattern - there were 10 times as many infected in 1992 as in 2001 (400,000 compared to 40,000). The incidence of new tuberculosis case has increased from 6,174 in

1991 to 8,639 in 2001. But a treatment schedule introduced in the late 1990s is hoped to reverse this trend

GOAL 7 : ENSURE ENVIRONMENT SUSTAINABILITY

TARGET 09 : Integrate the principles of sustainable development into country policies and programs and reverse the loss of environmental resources

The proportion of land areas covered by forest shrunk by more than five percentage points during the 1990s indicating rapid deforestation. Increasing carbon dioxide emissions is also a cause of concern. However, total production in the economy per unit of energy use rose during the 1990s. Which means better use of resources? The use of renewable energy sources has also increased recently, and the overall consumption of substances harmful to the ozone layer has fallen

TARGET 10 : Halve, by 2015, the Proportion of people without sustainable access to safe drinking Water and basic sanitation.

The share of households with access to safe water increased from 68% in 1994 to 75% in 2000, and the 2015 target is within UN reach.

TARGET 11 : by 2020, to have achieved a significant improvement in the lives of at least 100 million slum dwellers

The percentage of households with access to safe sanitation has increased from 85.6% in 1994 to 93.6% in 2000, which means the country has already reached the original 2015 target. Sanitation continues to be more widely available than in other South Asian countries.

GOAL 8 : DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

TARGET 12 : Develop further an open, rule-based, predictable, non-discriminatory trading and financial system. Includes a commitment to good governance, development, and poverty reduction both nationally and internationally

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TARGET 13 : Address the special needs of the least developed countries

Includes: tariff and quota-free access for least developed countries' exports; enhanced programme of debt relief for heavily indebted poor countries (HIPC) and cancellation of official bilateral debt; and more generous ODA for countries committed to poverty reduction

TARGET 14 : Deal comprehensively with the debt problems of developing countries through national international measures in order to make debt sustainable in the long term

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TARGET 15 : In cooperation with developing countries, develop and implement strategies for decent and productive work for youth

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Unemployment rate of 15-24 year old, each sex and total Proportion of population with access to affordable essential drugs on a sustainable basis

TARGET 16 : in co-operation with developing countries, develop and implement strategies for decent and productive work for youth

Whereas the unemployment rate for 15-24 years olds decreased, the lack of employment opportunities for young people continues to challenge the country. The unemployment rate is also much higher for women than for men.

TARGET 17 : in co-operation with Pharmaceutical companies, Provide access to affordable, essential drugs in developing countries

The proportion of population with sustainable access to affordable essential drugs was estimated to 95- 100% in 1999

TARGET 18 : in co-operation with the Private sector; make available the benefits of new technologies, especially information and communication technologies

Telephone mainlines and cellular Subscribers per 100 people increased more than tenfold during the 1990s, but there is less than one personal computer in use per 100 people.

The high cost of telecommunication is an obstacle to the broad dissemination of new technologies.

The Way Forward.

The MDG cannot be achieved by 2015 as "business as usual". Therefore we need a National Strategy to achieve the MDG by 2015. The following challenges need to be addressed immediately.

1. Overcome Regional Disparities and Reduce Inequalities
2. The need for local action plans by local resource personnel
3. Improve Governance in Law, Accountability, transparency, active civil society involvement, sound economic policies etc.....
4. The need for International Support
5. The need to develop a Dialog between Partnerships between various stake holders

As professional Associations we should also develop a dialogue in assisting the Government in achieving the MDG' by 2015.

(The writer, Mahesh Jayasinghe (MBA,ACMA,BSc) is a MBA Alumni exco member working for UNDP Invest In Peace Project)
Source :www.mdg.lk



No	Event	When
01	Visit to Colombo Dockyard for CMBAAA members	Aug '05
02	Evening Talk on Public Speaking for CMBAAA members	Sep '05
03	Cricket Match CMBAAA Vs Colombo MBA Students	Oct '05
04	Fellowship Dinner 2005	Nov '05
05	Budget Seminar 2005	After Budget
06	Annual Trip for CMBAAA members	Nov '05
07	Charitable Event	Dec '05
08	Press conference and Evening talk to promote the 2 nd Management Conference of the CMBAAA	LateJan/ Early Feb '06
	Management Conference 2006	1 st March 2006
09	Tournament for CMBAAA members & families - Badminton, Swimming, Tennis, Carrom, Squash, Bowling etc.	April '06
10	Members Day 2006	May '06
	AGM 2006	16 th June 2006

Sub Committees & Responsibilities

Communication Committee

- Re-develop the website & update weekly.
- News letters by - End Aug 2005, End Nov 2005, End Feb 2006 & End May 2006.
- Printing of New Letter Heads
- Build and maintain a close relationship with Media, so that we can get press coverage for most of our events.
- Printing of the Annual Report

University Liaison Committee (ULC)

- Maintain a close relationship with the Management Faculty and the MBA staff
- Look at the possibility of CMBAAA officially representing any meeting involving decisions taken regarding the MBA program.
- Arrange the monthly Guest Lectures for the MBA students to be in line with their subjects Request the Dean or his representative to participate in our monthly meetings for the first 15 minutes.
- Look at the possibility of offering a Gold Medal for the MBA programme.

Membership Development Committee

- Check and make sure the details of the 126 Life members are updated.
- Work on Converting the ordinary members into life members
- Try to obtain the list of all the passed out MBA's of the Colombo University & start communicating with them and encourage them to become members of the CMBAAA.
- Communicate to all the members about the events organized by the Association.
- Issue Life membership cards for all life members.

Alumni Visit Colombo Dockyard

16 members of the Colombo MBA Alumni Association had the privilege of visiting Colombo Dockyard Limited on Saturday 27th August 2005. This



was arranged as part of the continuous efforts to broaden the exposure of Alumnus to various industries of the country. Prior to the yard visit, a presentation on the various business sectors of CDL was made, the highlight being a video on Ultra Fast Attack Craft (UFAC) built by CDL for the Sri Lanka Navy. Members were guided around the four dry docks that were carrying out repairs on 02 Indian ships and a large oil tanker, as well as the workshop where several UFACs were under various stages of construction. Everyone was enthusiastic to board an Indian ship that was awaiting departure. The ship's navigating officer was more than happy to explain the

Brainstorming weekend



On 23rd & 24th July 2005, the CMBAAA Exco members held a two-day residential workshop at "The Tamarind Tree Hotel", Mimuwangoda. The session was attended by 15 exco's and it provided an excellent platform for the new committee members to know each other, make and discuss new suggestions, exchange ideas and to plan and finalise the event calendar for the year 2005/2006. In addition to the 'official work', the time spent in the pool and the music session greatly helped to build team spirit and generate enthusiasm among the committee members. This year the exco decided to have three sub-committees, namely - University Liaison committee, Membership Development committee & Communication committee. All 17 exco's were included in one of the sub committees. A committee chairman was appointed for each committee and these committees were assigned specific tasks to be carried out during the year. In addition to these, the exco appointed different event teams headed by an event leader to organize and conduct the different events planned for the year. This very successful session was concluded on 24th Sunday after the evening tea.



MBA Profile

Neil De Mel is a founder member and was the president of the CMBAAA during the year 2003/4. He was instrumental in enhancing the cordial relationship between the University of Colombo and the CMBAAA during his tenure. CMBAAA opened its office at the Management Faculty premises during this period. He also contributed by initiating and starting the CMBAAA website which he developed himself and a web based online member database he arranged completely free of charge for the benefit of the association.



In addition to being a MBA graduate of the University of Colombo, Neil is a Fellow Member of the Institute of Chartered Accountants as well. He is also a finalist of the Australian Computer Society and has undergone extensive training and practical involvement in software development.

Neil started his career as an Articled Clerk selected by the ICAS Sri Lanka and trained at Wijeyeratne & Company - Chartered Accountants. After a stint at Pure Beverages Ltd., as the Internal Auditor, he moved to Jaqalanka Group of Companies as the Accountant. At Jaqalanka he got promoted to Finance Manager and Group Finance Manager before he was invited to the Board as the Finance Director of the company.

In addition to his involvement at Jaqalanka Group, Neil, in his private capacity has also ventured into professional practice by taking over the management of Carter de Costa & Company, a well known Chartered Accountants Firm in Sri Lanka that has been in existence spanning over 6 decades.

Neil is married to Lalani and blessed with 2 daughters Harini and Irushi who are both students of accountancy and following degrees in IT.

various instruments in the Main Control Room as well as answer the multitude of questions fired by the visitors. We wish to extend our gratitude to Mr. Mangala Yapa (CEO CDL) for making the necessary arrangements for this visit and Mr. Ranil Wijegunawardena (FM CDL) and his staff for the time taken to guide us around the yard and make it a memorable experience. We also thank the members for being present on a weekend despite their busy schedules.