



# SLIE VOICE

## PROMOTIONAL ISSUE

"Our mission is to inspire the SLIE Entrepreneur inner voice across the World"

SLIE Voice Promotional Issue No.1 - Month -April, Year-2016

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### List of SLIE Voice Editorial Board

Mr M M A Latiff (Editor)  
Mrs Buddhini J A Dankanda  
(Managing Editor)  
Prof.Ranjan M J George  
Mr Chris Defonseka  
Mr Chandra Gannile  
Mr T Arjuna

### My Thoughts | Editor-In-Chief



The promotional issue of the SLIE is being released today. This is the first step in the long journey in the sphere of entrepreneurship. It is hoped that this venture will pave way for the aspiring entrepreneurs to improve their enterprises and to those who intend to select their career in this field. This will be a forum for the stake holders in the future. This task was planned several years ago by the SLIE Co-Founders, but could not materialize due to various reasons. With the passage of time, it has become fruitful today. We welcome academic and the entrepreneurs to involve in this venture and contribute to move forward.

With best wishes,

**M M A Latiff**

## TOP PHOTOS



SLIE President with Mr. Wilfred Klassen, Educamore- International Consultant @ SLIE Training Centre, Colombo.

## SLIE SLOGAN

**Being an**  
**ENTREPRENEUR**  
**is neither a**  
**PART-time or**  
**FULL-time job,**  
**It's a**  
**LIFESTYLE!**



I take great pride in announcing the launching of the Sri Lanka Institute of Entrepreneurship, which was founded on March 10th. 2010 and duly governed by its Constitution of 3rd September 2015. This is a unique project which offers both in-depth theory and practice to include technical know-how also, where needed and will serve our would-be entrepreneurs well.

**Our Vision:** SLIE vision is to Empower Entrepreneurs and Edupreneurs to achieve their goals.

**Our Mission:** To provide maximum assistance and support to achieve individual and collective goals. This will flow from the SLIE Executive Board of Management (BOM), which shall function as the 'Think Tank' for this project ably supported by a team of advisory committees made up of professionals from academia, industry, financial and legal sectors and other disciplines. These committees will provide the necessary impetus and guidance to ensure a smooth operation at all levels for the success of the Institute.

A special Editorial Board will keep the members and the public constantly up to date on the progress and activity of SLIE via a quarterly electronic magazine publication. One of my main endeavors is to encourage SLIE Member's mindset to develop their natural skills by positive thinking based on trust, integrity and motivation to move forward to achieve their pre-set goals and careers which will result in happy lifestyles.

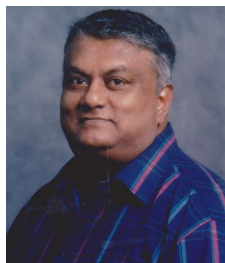
I believe that SLIE will be able to achieve another milestone by enriching entrepreneurial activities to develop a network of members to share knowledge and experiences to encourage others and also establish and develop links with the corporate sector for the furtherance of SLIE.

Let us work together to build a better tomorrow for all.

With Best wishes!

Tennakoon P B Dankanda

BY CHRIS DEFONSEKA  
EDUCATION FACULTY MEMBER- SLIE



### **SRI LANKA INSTITUTE OF ENTREPRENEURSHIP (SLIE) TO LAUNCH A UNIQUE TRAINING PROGRAMME IN THE YEAR 2016.**

The SLIE is the brainchild of two entrepreneurs - Mr. Tennakoon P B Dankanda and Mrs. Buddhini J A Dankanda (Founder members). SLIE TEAM is moving forward with their Advisory Board of from academia and industry.

When interviewed, the President of SLIE-Tennakoon Dankanda said, "For the first time in Sri Lanka this unique training courses will include both Theory and Practice combined in one programme." He also added that there is much scope for this field in Sri Lanka and all would-be entrepreneurs are welcome as there are no barriers for entry. The provision of a special Library equipped with technology will make this venture a truly unique one.

The training will be in two stages with a Foundation Programme which will bridge the gap between ordinary level and University studies. This preliminary course will also provide stand-alone Marketing, IT and English courses and students who successfully complete the Foundation Programme will qualify to seek admission to a Diploma Programme.

## DESCRIPTION OF PROGRAMMES

a) The structure and approach of the Foundation Programme consisting of Five Courses will be as follows:

- FIE 1101 - Entrepreneurship (2 credits)
- FIE 1102 – Introduction to Management (2 credits)
- FIE 1103 – Business Communication (2 credits)
- FIE 1104 – Accounts & Finance (2 credits)
- FIE 1105 - Business Planning (3 credits)

A Business Plan is to be prepared by each student with guidance and assistance of the academic staff which will be presented for evaluation as a final assignment before the award of a certificate. This will enable students to develop a Business Proposal in keeping with their anticipated business venture.

b) The more advanced Diploma Programme will provide in-depth knowledge and practical training to students and will also consist of Five Courses within a framework of four semesters as shown below:

The first two semesters of the Diploma Programme will consist of advanced business knowledge and the completion of a Research Project of their choice.

### SEMESTERS 01 & 02

- DFIE 1301 – Entrepreneurship & Small Business Management (4 credits)
- DFIE 1302 - MIS & Risk Management (4 credits)
- DFIE 1303 - Business Communication & Economics (4 credits)
- DFIE 1304 - Accounting & Finance for Entrepreneurs (4 credits)
- DFIE 1305 - Research Project (6 credits)

### SEMESTERS 03 & 04

Duration of both semesters will be four months and students will be provided with practical training and how to launch their respective businesses.

All training, both theory and practice will be done by academics and professionals from Industry with training tools such as: lectures, videos, documents, handouts, power point presentations and so on. No doubt that the availability of a special Library Facility and the ability of SLIE to provide even technology where necessary will be a big boost for great success by entrepreneurs.

In the First Semester, students are expected to complete its 05 core modules which include the Individual Research Project and entitlement for the Certificate. On completion of the SLIE Training successfully, the SLIE Advanced Certificate will be awarded.

SLIE Advanced Certificate holders and Certificate holders with experience in Entrepreneurship are the granted Associated Membership (AMSLIE).

During the 2nd Year of the Diploma, students have to submit a Practical Training Logbook with regard to their selected project. Each student will be under the supervision of a SLIE Academic. The practical training logbook and portfolio of evidence may be submitted for marking at the end of the Final Semester, providing the student has successfully completed the academic course/SLIE training period.

The logbook is to be used as a guide for the areas of activities the student can practice, which relates to their studies towards the Diploma in Entrepreneurship. Membership is granted to SLIE Diploma holders (MSLIE), only after a viva by the Faculty Academic Panel.

**Reference: SLIE Foundation/Professional Diploma Students Study Guide 2014, A Publication of Sri Lanka Institute of Entrepreneurship.**

# WE WILL BUILD YOU TO BECOME A POTENTIAL ENTREPRENEUR



BECOME A PROFESSIONAL BUSINESSMEN & BUSINESSWOMEN

SRI LANKA INSTITUTE OF ENTREPRENEURSHIP  
127/4 A, Dewala Road, Makuluduwa, Piliyandala, Sri Lanka.

Contact For More Details - 0115682849

 : <https://web.facebook.com/SriLankaInstituteOfEntrepreneurship/>

Diploma In Entrepreneurship - 2 Years

Foundation Programme in Entrepreneurship - 6 Month

Special Counselling Sessions

Entrepreneurship, Business Planning,  
Research Project and English



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இலங்கை நெய்தல்/காணிமை  
நிறுவனம்

SRI LANKA INSTITUTE OF  
ENTREPRENEURSHIP

EMPOWERING ENTREPRENEURS

### Message from the Senior Vice President / Co-Founder and CEO /Chief Academic Officer, Sri Lanka Institute of Entrepreneurship (SLIE)



Sri Lanka Institute of Entrepreneurship (SLIE) is the Platform where you can share the dream and vision of the Potential Entrepreneurs.

#### Our Current Focus:-

01. To foster entrepreneurship among students and developing future leaders by establishing SLIE Young Entrepreneurial Societies (SLIE YES).
02. SLIE strives to become a major resource center /knowledge portal on issues of Entrepreneurship and development research and communicate knowledge effectively within Sri Lanka and beyond.

The members of the SLIE Education faculty made a valuable effort to re-organize the preparatory activities to lay the firm foundation for the SLIE Programmes to successfully implement in year 2016. The Programmes design and all necessary infrastructure facilities are now in place. The SLIE Foundation Programme is scheduled to be launched in May 2016.

At this juncture I am happy that we have climbed another step by launching the SLIE Voice Promotional Issue. My heartfelt appreciation to the SLIE Voice editorial board for the Team Effort. My Special Thank you is for all my Professional Colleagues, who supported us throughout to make this promotional issue a reality.

With Best wishes!

**Buddhini.J.A.Dankanda,**



## SLIE Young Entrepreneurial Societies - (SLIE YES)

### SLIE YES Mission:

"To foster entrepreneurship among students and developing future leaders by establishing SLIE Young Entrepreneurial Societies - (SLIE YES)"

"SLIE YES"-SLIE Young Entrepreneurial Society is Organized and Managed by the Sri Lanka Institute of Entrepreneurship.



**Become a SLIE YES member today -- you won't be disappointed!!!**

"We welcome students either drop outs, undergraduates or graduates and potential entrepreneurs"

We are delighted to announce the eligible Age/Group criteria for SLIE YES membership - :  
Group (A) 15-19 yrs, Group (B) 20-24 yrs and Group (C) 25-29 yrs.

Here's a link to our SLIE YES membership application form.

Email: [saviyamca@gmail.com](mailto:saviyamca@gmail.com) or [slieacademy@gmail.com](mailto:slieacademy@gmail.com)

### Business Entrepreneurship Competition 2016

#### Stage 01: **Business idea competition**

Call for creative business ideas. 20 best ideas will be selected based on the creativity and innovation.

**Deadline :** 31<sup>st</sup> July 2016

#### Stage 02: **Week-Day/End workshop**

A comprehensive workshop on business planning and enterprise development will be provided for the above selected candidates.

#### Stage 03: **Business plan competition**

The 4 teams will then prepare and present their business plans.

#### **Importance of the event**

- Participants will be aware of skill development regarding entrepreneurs.
- Enrich their own business ideas.
- An opportunity to gain practical knowledge in starting a business.
- Get a chance of meeting best people in the field.
- To Join SLIE YES(SLIE Young Entrepreneurial Society)

#### **Guide lines for the competitors**

- The competition is open to all Ordinary Level Students and Young entrepreneurs.
- All applicants should submit the duly filled application to SLIE Project Office at 127/4 A, Dewala Road, Makuluduwa, Piliyandala, Sri Lanka.

**DISCOVER A NEW WORLD WITH  
SRI LANKA INSTITUTE OF ENTREPRENEURSHIP (SLIE)**

Best Business Ideas Will Be Selected  
Based on Creativity & Innovation

**Attractive Gift Package & Scholarships  
Will Be Awarded To The Winners**

**Students Between 16 - 20  
Young Entrepreneurs Between 18 - 25**

**Closing Date of Application 31<sup>st</sup> July 2016**

SRI LANKA INSTITUTE OF ENTREPRENEURSHIP



**SLIE**

EMPOWERING ENTREPRENEUR

Contact: 0115682849

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## SLIE Quote



## SLIE Official Notification to Public

### **"Important Official Announcement from SLIE"**

The Sri Lanka Institute of Entrepreneurship (SLIE) is a duly constituted and registered Business entity and governed by its constitution. The Public is hereby noticed that SLIE will not be responsible for any transaction or communication by any unauthorized party or parties, who attempt or may attempt to use valuable SLIE advertising content through negligence or otherwise. Please note that this notification is also applicable to Honorary Members who are no longer members due to termination or otherwise. They will not be entitled to avail themselves or enjoy any of the privileges of SLIE membership.

**For any queries: Please contact the SLIE Executive Board of Management via email at <saviyamca@gmail.com>.**

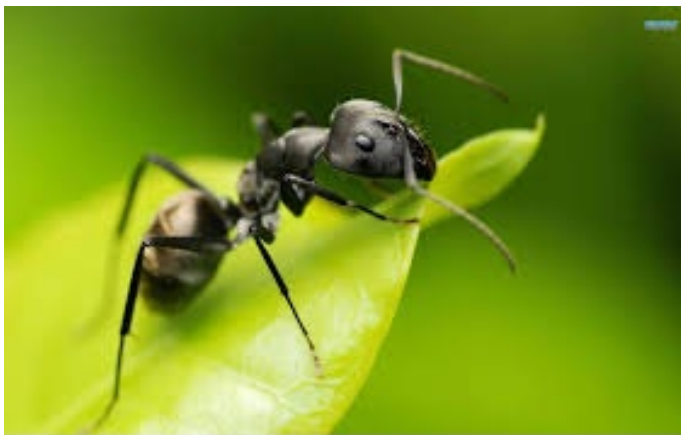
**A Publication of Sri Lanka Institute of Entrepreneurship**

### MALINDA WORDS

Words didn't fall from the sky. They were coined. They contain histories. They are the landmark products of thought processes, the rest-signs of journeys. They move on, long after we die. They were something else centuries ago and they will be something else centuries from now as human being twist, turn, defined and redefine as appropriate to moment, place, culture and prerogative(s) at hand.

BY MALINDA SENEVIRATNE

There's an ant story waiting for you



This is the forty third in a series I am writing for the [JEANS](#) section of 'The Nation'. The series is for children. Adults, consider yourselves warned...you might re-discover a child within you! [Scroll down for other articles in this series.](#)

Many years ago a little girl was throwing such a tantrum that her mother just couldn't calm her down. Maybe she was teething. Maybe she was suffering some indigestion. The parents couldn't quite tell because she couldn't talk yet. Well, she knew some baby words and appeared to understand what was said but she couldn't say what was troubling her.

The mother was distraught. She tried the entire set of tricks that mothers acquire and use to calm down their babies. The baby girl was in a foul mood, clearly. The mother found it tough to stop the little one from jumping out of her arms. Finally, more out of desperation than conviction, she said '*appachchi gen koombiyaagekathaavaahanna*' (listen to your dad relating the story of the ant).

The father, already worried, had an added reason to fret. He did not know any story about any ant! The baby had stopped crying for a moment, perhaps wondering if relief of some kind might come her way from her Appachchi.

All he knew about ants was the generally held view that they were industrious creatures. However, he had read, as a kid, a short essay called 'The Idiot Ant' in a book called 'My family and other animals' authored by Gerald Durrell. Durrell was a naturalist and he probably knew what he was talking about. His ant was stupid. It was industrious of course. Spent a lot of time and effort too. But in the end achieved very little. (But very little was achieved at the end)

So the father was at a loss. However, the hopeful look on his little girl's face may have been the inspiration he needed. The following is the story he related. He may have made it simpler and used a lot of baby words, but you can imagine all that.

'You have heard that ants are *kadisara* (energetic, industrious) creatures, right?' The baby might have nodded or blinked or in some other twitch of facial muscles expressed an 'yes'. He assumed she had. So he continued.

'Well there was this ant, on this table...yes, this very table...and do you know what it was doing on the table?' Again the blank expression was taken to mean 'I don't know, but I really want to know so please continue!'

'It was carrying a grain of rice. You have heard how ants collect and store food, right? Well, this ant wanted to store grains of rice.'

So he continued. He took the ant along with the grain of rice across the table, down one of the legs, across the dining room, up a wall and over a window sill, into the garden, around blades of grass, over pebbles and bricks, across the lawn and up the *jumbu* tree, straight to its nest. Yes, he didn't know if that kind of ant built nests in *jumbu* trees, but that was not his biggest problem at that time.

All the while he held the baby in his arms, rocking her and hoping that she would fall asleep. Once he had safely deposited the ant in its nest, he glanced at the girl. Eyes-wide open, she was clearly waiting for more.

He had to continue for an hour and a half before the baby finally fell asleep. He had to bring back the ant, get the ant to carry a second grain of rice and later a third. To stretch the story and to make it different he made the ant lose its way in the grass and on the *jumbu* tree.

Maybe you've heard similar stories. Maybe you have related similar stories. But here's something you could do if you have the time. Pick an ant. No, no, let the ant be...what I meant is, select one. Observe it. Try to find out what the ant is up to, what the ant does and where it goes. You probably won't have to climb a *jumbu* tree but you'll end up knowing a lot about ants. You might find out that they are indeed industrious. You might find that they are stupid and that Gerald Durrell was right. Either way, you'll probably have a story to tell.

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## **Safety Suggestion Box – A Request to SLIE Voice Readers**

**"Safety is No-01**

**Culture is No-02....**

**It is what we do around here"**

**Your ideas will give Us something to Go on**

**Thank you**

**Editorial Board**

