

2017

SLIE VOICE

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ENTREPRENEUR MAGAZINE

**‘OUR MISSION:
TO INSPIRE THE SLIE ENTREPRENEUR
INNER VOICE ACROSS THE WORLD’**

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My Thoughts.....



Editor-In-Chief

The Sri Lanka Institute of Entrepreneurship (SLIE) has established itself as the primary educational, promotional and member based organization for entrepreneurs and edupreneurs. SLIE strives to become a major resource centre/ knowledge portal on issues of Entrepreneurship development, research, communicate knowledge effectively within Sri Lanka and beyond.

The Board of Management through a powerful 'Think Tank' is directing the activities of SLIE and there is no doubt that the two publications-SLIE Voice (quarterly) and JMRD Journal (bi-annually) are great business information tools, judging by the responses from professionals and the public at large.

'Motivation and inspiration plays an integral role in the achievement of both.' In the featured column, we have the success story of Ms. Otara Del Gunewardene - Founder of Embark and The Otara Foundation, who is one of the most recognized Entrepreneurs and Philanthropists in Sri Lanka.

We take this opportunity to invite you all to join us as we promote public communication through study, research and practice. Moreover we are in debt to our readers and Professional Colleagues, who supported us throughout by reading the magazine had been vital encouragement to make this seventh issue a reality.

With Best wishes!

Buddhini Dankanda

“Important Official Announcement from SLIE to Public”

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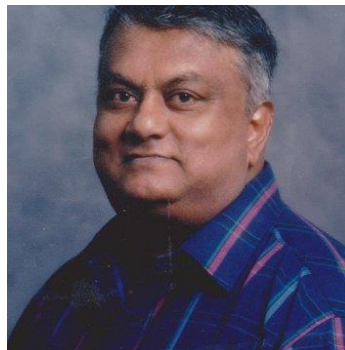
‘Buddhini’



Patrick’



‘Chris’



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We wish our readers a Very Happy & Prosperous New year



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SLIEPIL-SLIE Quotes



SLIE JMRD Journal Background and Scope



SLIE Journal of Multi-Disciplinary Research & Development (SLIE JMRD) is an academic and peer-reviewed electronic journal published bi-annually by the SLIE Academy.

Its scope is multi-disciplinary covering studies in the arts, human and social sciences, economic and education sciences, natural sciences, engineering and technology. The SLIE JMRD follows three-step process. All research papers submitted are first scrutinized by the Editors to determine suitability. Papers found to be suitable are then assessed by peer referees from the respective discipline of study. The SLIE JMRD strives to provide authors with a publication decision.

Kindly note that (1) all papers must be accompanied by an abstract of 150-200 words and (2) The papers formatted in MS Word with length of 10-15 pgs (3) be sent to the Editor via jmrd@slie.lk; education@slie.lk ;For Info. Details please visit ; <https://www.facebook.com/SLIEJMRD/>; [Twitter\(SLIEAcademy\)](https://twitter.com/SLIEAcademy); or <https://www.researchgate.net/project/SLIE-JMRD-SLIEPIL-SLIE-Project>

The editorial board always keeps the members & public constantly up to-date on the progress and activity of SLIE JMRD via the SLIE VOice online.

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How to Build Trust in Open Entrepreneurial Innovation with SLIE



Entrepreneurs today recognize the value of embracing open innovation by tapping into an outside pool of experts to help them fine-tune their innovative idea/ideas, accelerate their implementation and compete in the marketplace.

The Sri Lanka Institute of Entrepreneurship (SLIE) is an ideal source, where unique all-round services are offered. At the same time, even companies today will see how working with a resourceful and dynamic organization as the SLIE can help them to elevate their current performances, expand their market horizons and have meaningful expansion of their businesses. One of the key platforms for success between the seekers and providers is the building of collaborative trust and relationships for mutual benefit.

Both seekers and providers may worry about protecting their intellectual property but developing honest and clear strategies and mutually agreed approaches to agreements to identify each partner's contribution. For an individual entrepreneur it is much easier than for a company or a large organization to negotiate workable terms, as the latter may have several smaller groups to contend with. One of the most difficult areas for preservation of intellectual property is – *Technology*. This is especially true where open dialogue is the mode for discussion, presentation and involves sharing of ideas. On the other hand, there may be advantages too, finding quicker solutions for difficult problems, forging new trust based partnerships through open dialogue that will generate mutual value and good results.

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Featured Column

Profile of a Successful Sri Lankan Business Woman- Otara Del Gunewardene



By Ratna de Fonseka

“It is truly a blessing when one has the inspirational Entrepreneurial spirit to venture into the realm of business, with limited resources and reap the great satisfaction of success and international recognition.”

Otara was born in 1964 into a family with modest means, yet, rich in talent and vision. Her father Norman Gunewardene, an executive in a company and through hard and loyal work eventually ended up as the Chairman of the company. Her mother through her compassion started a school for children –to date one of the most renowned of its kind in the country. Her two brothers serve as professionals in Sri Lanka's corporate sector. When she was born, her parents registered her as – Otara Del Gunewardene. The word Otara derives from the Sanskrit word meaning reincarnation and embodiment of good in human form. When she was only 6 years old, Otara demonstrated a prolific ability to sketch animals and birds in vivid colours and detail, a clear indication of her ability for designing.

In school, she was always very competitive and sports came naturally to her. In 1983, she took wing to a US University to study biology. When she returned in 1988, she was discovered as a new face with talent and introduced to the catwalk. With her height, athletic poise and dazzling eyes and encouragement from her family, she quickly overcame her natural shyness and she became a much sought after fashion model in Sri Lanka.

Her initial sales of export quality clothes were done from her Nissan station wagon vehicle, acting as an on-the-go shop and she had a ready- made clientele in her co-models, who were close friends. Business boomed with the help of her friends. Her father, the corporate legend knowing a good venture when he sees it, registered the fledgling business under the name –Odel, a combination of Otara's first and second names. Her driving force was 'motivation and inspiration plays an integral role in the achievement of both.'

In 1990, she borrowed Rs. 15,000 from her brother to start Odel. Her first store was a small 300 sq.ft. Property on Dickman's road. Even she did not realize the tremendous impact this small venture would have on the local fashion scene. Odel became an iconic brand, overnight. To meet the increasing demand, the shop was expanded to 1000 sq.ft. with nine more Odel stores being opened, some in very popular locations such as – Majestic City, Liberty Plaza and Trans Asia Hotel with her Odel stores displaying the latest in fashions.

When she had her first born child, she was delighted and more so when the second arrived. She received great support from her mother and was able to look after her two boys as well as the business efficiently. Knowing her business had great potential, Otara began to plan and design her flagship store at a stately colonial property at Alexandra Place. Her vision was to create a world-class department store and her dedication finally saw her dream come true in a dazzling reality. She opened the doors to the most famous store in the country, a leader in styles, a tourist attraction and an iconic brand.

The year 2000 was a tremendous one for Odel. With good sales, extensive expansion, the store now could boast of a floor area of 45,000 sq.ft; and her store received international recognition by way of fashion magazines. In 2001, Otara was named “Entrepreneur of the Year’ by the Federation of Chambers, Commerce and Industry of Sri Lanka (FCCISL).

In 2005, open 24 x 7, Odel makes an appearance for an ultimate shopping experience in the departure/transit lounge at the Bandaranaike International Airport, Sri Lanka. To keep the sales momentum going, she then opened a new brand, under the theme- Mind, Body & Soul. Embracing new opportunities and expansion programmes, shops were opened in Nugegoda and Moratuwa. By now, her name was known internationally in the world. Her recognition continued with her induction into the Dallas-Hamilton Entrepreneurial Hall of Fame at Bowling Green University, Ohio, in 2009. This was followed by her being appointed Dior Brand Ambassador for Colombo.

She decided to go public and Odel became the first Sri Lankan fashion retailer to go public with tremendous response raising almost Rs. 3 billion in a short time. Otara is the first female entrepreneur to take a company public in Sri Lanka. She sold approx. 41.8% shares of the company in 2014 to a foreign company, Parkson Retail of Malaysia but continued as CEO.

In 2013, Otara topped the list of Echelon’s 50 most Powerful Women in Sri Lanka and was also featured in India’s leading international magazine –The Verve. She joined the ranks of Nita Ambani, Kareena Kapoor, Priyanka Chopra, Barkha Dutt, Mira Nair, Aiswarya Rai, Liz Hurley and Queen Rania of Jordan. In September 2014, she sold all her shares and that of her brothers in her company to Soft Logic Group for nearly Rs. 2.7 billion, with a total value of the company with other shareholder shares being approximately Rs. 5.3 billion.

Her compassion and philanthropic nature is such that in addition to the many charities she helps, she is determined to help the underprivileged, especially the poor children. According to reports, Otara makes special efforts to cheer up poor people who cannot afford to join in the festive celebrations, especially during Christmas and the New Year. December 2017 was no exception and she was seen distributing food, schoolbags and clothing to many poor people and children by walking some of the streets of Colombo. As a mark of appreciation for her work with Environment Protection, Otara was announced as the Ambassador Earth Hour.

Her passion and devotion to animals, especially dogs are phenomenal and Niko, a stray dog she found and nurtured to good health became special to her. Embark which traces its beginnings to a pure passion and love to make a change in the lives of the unwanted have become very popular with both the young and old. Street pooch Niko – a name that has now become synonymous with the Embark brand travels the world and also carries a powerful message. As a devoted mother she is blessed with two sons and now she runs- Embark and the Otara Foundation.

More recently, Otara was chief guest at Courtauld’s Dinali Women’s Awards Program. Courtaulds is a company that places great importance on social responsibility as well as the empowerment of its female workforce. Sri Lanka is known for its abundance of local fruits and vegetables that are high in nutritional value and can be prepared into delicious dishes. Otara, together with the well-known Chef Publis Silva presents “Osu Kutiya”, which will be aired on Otara’s You Tube channel on Wednesdays and Saturdays at 1 pm.

A special tribute is due to Otara, who is the perfect example as a role model- ‘who dared to be different by standing out from the crowd’- to everybody who has an entrepreneurial spirit and is willing to rise up to meet challenges and finally reap the rewards of success.

On my recent visit to Sri Lanka, I had the opportunity to visit some of the Odel stores and was greatly impressed by the quality and wide range of modern clothing and styles among others for teens, as well as styles to satisfy the fashionable women of Sri Lanka.

Sources: Sri Lanka leading women in business and website www.otaradel.com

About the Author: Ratna de Fonseka is the contributor for the ‘Women’s Corner’ of the *Sri Lankan Anchorman Newspaper*’ in Toronto. She is a graduate of the Claremont Finishing School and learnt scientific dressmaking, cookery and social graces under the late Clare Casperz and owned her own dress boutique in Sri Lanka before immigration to Canada. She takes a great interest in fashion designs and latest trends. e: defonsekachris@rogers.com

‘SLIE VOice online is always looking for feature articles that are value to our readers; Our Special Appreciation to Ms Otara Del Gunawardena for her contribution ’.

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Research Column

Fibre-Cement Corrugated Sheets as an Alternative to Asbestos-Cement Corrugated Roofing Sheets

By Chris Defonseka Hon. FSLIE; Research Engineer Toronto



This researched findings and recommendations are especially significant to Sri Lanka to counter the impending ban on the use of AC sheets due to health hazards. These sheets in the form of both flat and corrugated can be manufactured as per market requirements and local building codes. Their properties can be made better than standard AC sheets by variations in formulating and their user –life is estimated at well over 30 years. Since natural fibres are used and biomass can be used as filler, these sheets will cost much less than standard AC sheets. The standard machinery and equipment used for manufacturing AC sheets can be used without modification to manufacture these FC corrugated sheets using the current exciting and emerging technologies.

Over the years, since scientists found that the use of asbestos fibres caused serious health hazards, the use of asbestos has been gradually stopped. Many countries have banned the use of asbestos in any products, especially in housing applications where humans come in direct contact with them. However India and a few other countries still manufacture these AC corrugated sheets with white asbestos on the basis of their being less hazardous. The real hazard lies in the inhalation of fibres which get loosed and float around. Before we find an alternative, it is useful to know a little about asbestos, its functions and the role it plays in the many versatile applications of yesteryear and even today. With mother nature providing an array of natural fibres in abundance, which are non-hazardous and also providing better reinforcing properties, it is best to phase out the use of asbestos fibre which has to be mined from the earth, thus harming the earth.

Asbestos is a term for a group of six naturally occurring mineral fibres belonging to two groups.

- Serpentine Group – comprised of chrysotile (white asbestos)
- Amphibole Group- comprised of anthophyllite, amosite (brown or grey asbestos), crocidolite (blue asbestos), tremolite and actinolite.

Asbestos was long viewed as one of the most versatile minerals because of its flexibility, tensile strength, high insulation from heat and electricity, chemical inertness and affordability. The versatility and cost-effectiveness of asbestos made it attractive to many industries and it is estimated that it had around 3000 applications worldwide. Of the various types, the most popular were the white and blue asbestos with some of the main applications as: roofing sheets, panels, insulation, brake and clutch pads, industrial gloves, safety equipment, ceilings and so on.

Fibre cement roofing sheets in various profiles can be utilized in an extensive range of applications for domestic, industrial, agricultural and commercial buildings. In the UK building sector these fibre/cement roofing sheets have been in use for some time now with great success. These sheets are basically manufactured from a blend of Portland cement and water reinforced with natural fibre and a small portion of synthetic fibre.

After vigorous testing, these roofing sheets have been found to conform to international standards with absolutely no health hazards. They are accepted by builders as far superior to asbestos/cement sheets and an ideal alternative to AC sheets.

Some of the advantages are:

- Non-toxic. No health hazards
- Highly cost-effective
- Environmentally-friendly, asbestos-free, reinforced sheets
- Highly resistant to chemical attack, rust and corrosion
- Virtually maintenance free
- Availability in colours, where needed
- Conforms easily to British and European Standards
- Can be formulated to meet any local/international building standards
- Much stronger than asbestos/cement roofing sheets
- Has excellent noise and thermal insulation properties
- Can be installed using standard tools

Author's Concept

The author believes and recommends that these fibre-cement roofing sheets can be manufactured using different methodologies in formulating. The basic ingredients would be – Portland cement, fly ash, lime, water, additives, fibre, paper pulp, calcium carbonate powder from crushed egg shells, pigments and synthetic powder. A mixture of cement and fibre for reinforcing as the base and small portions of one or two of these components with water would make this mixture into a slurry ready for calendar/ extrusion through rollers. The adding of a small portion of synthetic powder for flexibility and the addition of a foaming agent (to make product lightweight) are optional. If the fibre is used in its natural state (stronger reinforcement) instead of as a powder, there is a possibility of 'fines' sticking out from the surface. This is the main problem with AC sheets as asbestos 'fines) gets loses and floats in the air and are inhaled by people.

This can be overcome by either a thin protective skin during processing or by providing a protective skin by painting or spraying a protective coat after post-moulding. This will also act as an additional moisture barrier.

Process in Brief

A good manufacturing practice would be to first study the required specifications of properties required and then formulate accordingly. Ideal would be to try out a few small samples formulated differently and select the best one or modify where needed, before production batches are made.

The process in brief would be to make a slurry paste by mixing all ingredients together in the large mixing vessel and mix thoroughly. When ready this slurry will pass through ‘squeeze-rollers’ where the excess water is taken out and this paste goes on a conveyor through a set of nip-rollers, where the desired thickness is pre-set. The slow-moving conveyor goes through a low-heating chamber to semi-cure and then through a corrugating-press/or extrusion die and finally cut to desired lengths. If a protective skin is desired it is best to coat it online, after corrugation with an additional equipment downstream.

Examples of Roofing Sheets

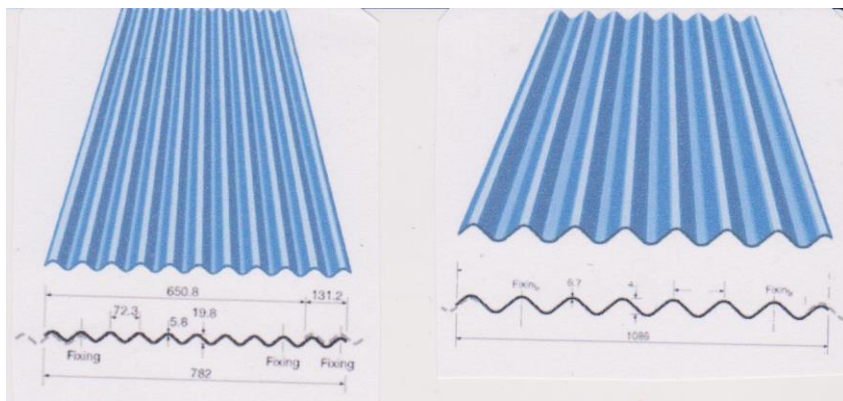


Figure A

Figure B

- A- The lower profile of this sheet makes it particularly suitable for a range of applications like-domestic, agricultural and light industry roofing. It can be laid to a minimum pitch of 10 degrees.
- B- This type of roofing sheets with high strength can be laid to a minimum pitch of 5 degrees.

Length in mm	1525	2440	3050
Length in feet	5 ft. 0 ins.	8 ft. 0 ins.	10 ft. 0 ins.

Fibre/Cement Roofing Sheet Finishes

These versatile sheets can be produced in many finishes such as: matt, glossy, protective –coated, different thicknesses, sizes and different degrees of flexibility. So long as the products are within acceptable tolerances and conform to the specifications and building codes, the final finishes can be according to the required end applications, with the cost factor also playing an important role. There are other options of manufacture like- square or rectangular flat sheets, roofing tiles or other. These sheet can also be produced in aesthetically colourful various colours as shown below:



Processing Machinery

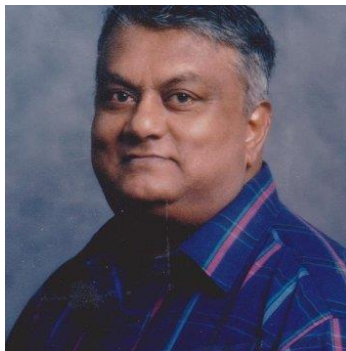
Practical options available are either semi-auto or fully automatic production lines available from countries like- China, India, Vietnam, Korea, Japan and others. Most machinery manufacturers may offer full turnkey projects which may be a viable option for an entrepreneur or a business with limited knowledge of Fibre/Cement roofing sheets technology. There are many different types of machineries involving different technologies but the principles of production is basically the same. The same production line can make flat sheets and with slight modification roofing tiles also. Here, formulating of the correct mixture to achieve desired end properties is important and if coloured sheets are desired, pigments can be added to the mixture or dyes added to the protective coating to be applied later. The following photo is presented just to give the reader an idea of the substrate flow just before the corrugating process:



Machine suitable for making flat or corrugated Fibre/Cement Sheets

Acknowledgements

1. Australian Government Publication: "Asbestos Safety and Eradication Agency
2. Steadmans: UK Fibre Cement Roofing Sheets
3. Defonseka, Chris: "Introduction to Polymeric Composites with Rice Hulls"- Smithers UK- 2014
4. Product photos: curtsy of Marley Eternit Fibre Cement Roofing Sheets- UK
5. Machine photo curtsy of Shandong Chuangxin Equipment Co. Ltd. China



"Our special appreciation to Mr Chris De Fonseca for his contribution to SLIE VOice"

Announcement by-SLIE/SLIEPIL Project Office
Appointed TEAM-2017/2018

Mrs. Buddhini J A Dankanda-Senior Vice President/Chief Academic Officer

Vice President (Patrick Rodrigo),

General Secretary (Saviya Management Consultancy Associates),

Treasurer (Panchali Keerthirathna), the 3 Corporate /Board Members, Institutional Member (SLIE Project Investments Ltd-SLIEPIL), two Patrons

Chris Defonseka- Chairman/Industry Advisory Board (**IAB**),

Dr. Gopal Sekar-Chairman Education Sub Committee,

Education Quality Assurance Review Board (**EQARB**) and Legal, Auditor,

SLIE VOice online editorial Board, SLIE Journal of Multi –Disciplinary Research & Development (JMRD) Editorial Board, SLIE YES Project TEAM



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SLIE Young Entrepreneurial Society Project (SLIE YES)

SLIE YES Mission: “To foster entrepreneurship among students and developing future leaders by establishing SLIE Young Entrepreneurial Societies - (SLIE YES)”



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

Here's a link to our SLIE YES membership application form Email <slieyes.info@gmail.com>.

With Best Wishes!

SLIE YES Project TEAM/Twitter (slieyesproject)

"SLIE YES"-SLIE Young Entrepreneurial Society Project is endorsed by **SLIEPIL**

Welcome Message from Vice President & Chairman / Membership Sub Committee,

Sri Lanka Institute of Entrepreneurship



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- Professional Recognition – Designatory Letters (FSLIE, MSLIE or AMSLIE)
- SLIE Community/ Groups & Get-Together's
- SLIE Faculty for Education & Enterprise Support
- Membership Directory

Please note that- 1-'Only a member -MSLIE, upgraded to a Fellow' and

2- Every cent of your money is utilized to sponsor a SLIE Project **

With Best wishes!

Patrick Rodrigo, Hon. FSLIE

Entrepreneurship is not a part-time or full-time job but it is a – Lifestyle!

(Source: www.slie.lk)

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In order to improve goals of SLIE in the future we have focused on many activities for our members.

*SLIE Library (e reference), Special events-the SLIE Forum, Business PLAN Competitions, Coordinate with SLIE Undergraduate, Multi-Disciplinary Research Poster Competitions, SLIE Publication -SLIE VOice Quarterly.

SLIE Library-Valuable and informative books will be available for reference to SLIE Staff/ members and students. Donations of books from publishers and well-wishers would be most welcome

Business Plan Competitions-Trophies, Certificates, Scholarships for winners (Entrepreneurs & students)-Annual event

Multi-Disciplinary Undergraduate Research Poster Competition
Trophies, Certificates and Cash Awards for winners’ -Annual event

SLIE Awards -Each year, SLIE YES Organizers will be awarded for their efforts. Sponsor an award, and help us celebrate these outstanding people and organizations at our Annual Awards Ceremony

SLIE Grants Projects-V welcome SLIE members to identify projects taking place in communities that need support.

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Entrepreneurs Corner


Is this concept applicable for today Organization's in Sri Lankan Context?

THE DEAD HORSE THEORY

The tribal wisdom of the Dakota Indians, passed on from generation to generation, says that,

"When you discover that you are riding a *dead horse*, the best strategy is to dismount."

However, in modern business, education and government, a whole range of far more advanced strategies often employed, such as.:



1. Buying a stronger whip.
2. Changing riders.
3. Threatening the horse with **termination**
4. **Appointing a committee** to study the horse.
5. Arranging to **visit other countries** to see how others ride dead horses.
6. **Lowering the standards** so that dead horses can be included.
7. Re-classifying the dead horse as **"living impaired"**.
8. Hiring **outside contractors** to ride the dead horse.
9. **Harnessing several** dead horses together to increase the speed.
10. Providing **additional funding and/or training** to increase the dead horse's performance.
11. Doing a **productivity study** to see if lighter riders would improve the dead horse's performance.
12. Declaring that as the dead horse **does not have to be fed, it is less costly**, carries lower overhead, and therefore contributes substantially more to the bottom line of the economy than do some other horses.
13. **Re-writing the expected performance** requirements for all horses.
14. **Promoting** the dead horse to a **supervisory position** of hiring another horse.

Your comments are welcome via voice@slie.lk; Twitter (slievoice)

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Voice Uncut

Why Change is Difficult in Family Owned Small and Micro Enterprises (SME)?

Family owned SME sectors face immense competition from the larger players due to varied reasons such as capacities leading to economies of scale, brand image, distribution network and so on. They are well aware of the challenges and the applicable solutions for change, but the reluctance to change is the challenge.

Reluctance emerges from the following known facts:

- Family owned business are tight knit; delegation is difficult
- Family members have a job role; role expansions and dilutions can be disastrous
- Mutual trust exists; the fear of being sidelined is equally strong
- New generations want to piggy back on the existing business; creation of new business sounds difficult
- Vertical and backward integration are possible; but the risks and challenges are stronger
- Too many voices at board level are heard; there no single defined leader
- Family first or the business; both need to be balanced for overall harmony

Family businesses face the above dilemmas as a routine and finally remain content with the natural growth. The dream of transforming into a professionally run organization remains distant but not unachievable. Only 10-15% of the family owned businesses are successfully passed on to the next generation.

If not, then they may even continue as going concerns, but by being taken over by bigger brands or finally face closure after succumbing to intense competitive pressure.


Family owned businesses have great potential for wealth creation if:

- The shareholders are ready to delegate their roles either to the next generations or professionals
- Move from ME to WE
- Understand, appreciate the contributions of all stake holders in the business
- Family members phase out from the routine at the right time

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First Published in LinkedIn ;January 16, 2016;By curtsey of Author

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Life
is beyond Money,
Business
is beyond Excel Sheet !!

▲

Social Net

Nilu's Thoughts

Why darūṁ

In life

What will happen

Every time

Why think

How will it be

What a bad will be

When will it be good?

Keep on

To your destinations

Found something

Or not found

As well

Whenever you meet

Experience will be new

Every Rocky way

Will recognize

Old will be

It will be easy. .

Nilesh Arora (Neelu)

18th Nov 2017

Appreciation of a Great Sister

Birth and death are life's two certainties
 You have achieved both with dignity.
 Having completed your human journey
 Now, you are on your spiritual journey.

As your soul rises up riding the silvery clouds
 Soaring far above, the Heavenly abode awaits thee.
 Your earthly sojourn, full of love, compassion and joy
 Your presence, a strength beyond compare to family

In deep sorrow, yet we realize we must release you
 To receive your spiritual gift of being with the Lord
 As you walk in the Heavenly gardens, please send
 Us some golden roses as a continuation of our love.

Let, no one, hinder her ascent to the Heavens
 Through love, other than regret, as we shall meet again
 Across that golden shore, where golden roses bloom
 And, silvery waters flow, creating music beyond compare.

Chris



"Remembering the Sister of the Author."

Our Special appreciation for LinkedIn, Facebook, Twitter and Research Gate for giving access to share and publish updates of SLIEPIL-SLIE Projects"



‘V invite you all to join us as we promote public communication through study, research and practice’

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Thank U, Project Committee.

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“Safety is No-01

Culture is No-02....

It is what we do around here”