

# CILT Link

AUGUST 2023

**CILT SL  
AWARDS 23'**

AWARD WINNERS REGISTER

**EARTH HOUR  
BY WILAT**

#EARTH HOUR 2023

**CILT NEXT  
GENERATION  
QUIZ MASTER  
2023**

Grandly held for the  
7<sup>th</sup> consecutive time  
at Hotel Galadari

Exploring the future of Sri Lanka's  
shipping industry in post-pandemic

BY MS. UDARA CUMARATUNGE

# EDITOR'S NOTE

We are excited to announce the release of the latest edition of CILT LINK magazine, the August 2023 issue. This edition delves deep into the realm of supply chain and logistics, bringing you insights and updates from all corners of the Chartered Institute of Logistics and Transport (CILT) community. The theme of this issue revolves around the dynamic and ever-evolving world of supply chain and logistics. As we navigate through unprecedented challenges and opportunities, the magazine serves as a valuable resource for industry professionals and enthusiasts alike.

As always, CILT LINK provides a comprehensive overview of the latest happenings in the industry. Readers can find news from various CILT divisions, including the Central Chapter, Women in Logistics and Transport (WiLAT), and Next Generation, and news from corporate partners showcasing the diverse perspectives and initiatives that collectively drive progress in our field.

Throughout the magazine, readers can expect to find engaging content that aims to inspire, inform, and connect professionals from various sectors of logistics and transportation with the aim of encouraging collaboration and idea-sharing that contribute to the growth and excellence of the industry.

I extend my heartfelt appreciation to my deputy editors, staff and all readers and authors who have made this issue possible.

Thank you for being part of our thriving community, and we look forward to continuing this journey together.

*Lankani Liyanathanthri, Student  
Editor - CILT LINK Magazine*



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# Unveiling the new beginning of CILT Sri Lanka

CILT Sri Lanka is currently governed by a Council consisting of professionals representing all segments of the Transport and Logistics industry. CILT Sri Lanka consists of two wings namely, Women in Logistics and Transport (WiLAT) Sri Lanka and Next Generation (Next Gen) Sri Lanka dedicated to the Women and Youth in the logistics and transport industry.

The office of Chartered Institute of Logistics and Transportation (CILT SL) moved to its new location; HQ Colombo, 1st Floor, 464 T. B. Jayah Mawatha, Colombo 10, after being at the National Chamber of Commerce (NCC) Sri Lanka for a decade.

The opening ceremony was held on the 3<sup>rd</sup> of February 2023 from 9. 00 a.m. onwards. The ribbon cutting ceremony was graced by Dr. Namali Sirisoma (President of CILT Sri Lanka) to mark the official commencement of work at CILT SL new secretariat followed by the lighting of traditional oil lamp by some of the council members and invitees.

The invitees were welcomed with a speech by Dr. Namali Sirisoma (President of CILT Sri Lanka) followed by a speech of Mr. Niral Kadawatharatchie (a past President of CILT Sri Lanka). All the invitees were treated with the table of traditional treats afterwards. Finally, the event was concluded with the vote of thanks delivered by Mrs. Maithee Attanayake (Honorary Secretary).



## Research Symposium

The Chartered Institute of Logistics and Transport Sri Lanka held its Inaugural, Research Symposium on Supply Chain and Logistics under the theme of 'Supply Chain and Logistics in the Digital Age' on 17<sup>th</sup> of February 2023 at the Sri Lanka Foundation Institute. The event was graced by Prof. Saman Bandara (Senior Professor, Department of Civil Engineering,

Faculty of Engineering, University of Moratuwa) as the chief guest, and the keynote speeches were delivered by Dr. Eoin Plant (Associate Professor in Logistics and Supply Chain Management, Edinburgh Napier University) and Dr. Shamika N. Sirimanne; Director – Technology and Logistics, United Nations Conference on Trade and Development (UNCTAD).



# Annual Memorial Lecture for P.B.Karandawala



The Chartered Institute of Logistics and Transport Sri Lanka successfully conducted its annual memorial lecture for P. B. Karandawala jointly with the Company of Master Mariners (CMM) on February 27<sup>th</sup>, 2023, at the IESL Auditorium. Keynote was delivered by Mr. Saman A. Kumarasinghe, Chartered Marine Engineer, Fellow Member of the Institute of Marine Engineering Science and Technology (UK) on the topic of “Emission Reduction Pathways for Marine Transportation”.

## 39<sup>th</sup> Annual General Meeting of CILT

The Chartered Institute of Logistics and Transport (CILT) Sri Lanka held its 39<sup>th</sup> Annual General Meeting at the Victorian Ballroom, Kingsbury Hotel Colombo on Friday, 31<sup>st</sup> March 2023. Dr. Namali Sirisoma, FCILT was elected as the President of CILT Sri Lanka for the year 2023/2024.

- Dr. Namali Sirisoma, President
- Mr. Chandima Hulangamuwa, President-Elect
- Dr. H.R. Pasindu, Vice President
- Ms. Maithree Attanayake, Vice President
- Mr. Niral Kadawatharatchie - International Vice President
- Dr. Ravi Edirisinghe, Hon. Treasurer
- Mr. Shamith Wijethilake, Hon. Secretary
- Mr. Channaka De Alwis, Immediate Past President
- Mr. H.A. Premaratne, Council Member
- Mr. Henry De Silva, Council Member
- Mr. Chanaka Gunathilake, Council Member
- Mr. Danushka Jayasinghe, Council Member
- Mr. Saveen Gunaratne, Council Member
- Ms. Vijitha Weerasinghe, Council Member
- Dr. Ishani Dias, Council Member
- Ms. Gayathri Karunanayake, Council Member
- Dr. Varuna Adikariwattage, Council Member
- Dr. Priyangani Jayasundara, Council Member
- Mr. Ashan Wickramasinghe, Council Member
- Mr. Chandana Perera, Council Member
- Mr. Nirmal De Fonseka, Council Member
- Mr. J. A. D. Rajith Ranasinghe, Council Member
- Mr. Givantha Ariyaratne, Council Member
- Ms. Catriona Jayasundera, Council Member

- Mr. Ibrahim Saleem – Co-opted Member
- Mr. Danushka Perera- Co-opted Member



# CILT Sri Lanka Awards 2022 Recognizes Industry Pioneers

“CILT Awards 2022” organized by the Chartered Institute of Logistics and Transport (CILT) Sri Lanka was held on 15<sup>th</sup> of June 2023. The event was graced by Lisa Whanstall; the Deputy High Commissioner of the British High Commission with her presence as the Chief Guest for the awards night.

The four categories which occupied the spotlight for awards were ‘Continuous Improvement’, ‘Digital Transformation’, ‘Sustainability’ and ‘Market Segment’. Accordingly, the winner, 1<sup>st</sup> runner up and the 2<sup>nd</sup> runner up in the ‘Continuous Improvement’ category were South Asia Gateway Terminal (Pvt) Ltd., Spectra Integrated Logistics (Pvt) Ltd and Hapag Lloyd Lanka (Pvt) Ltd respectively. Aitken Spence Cargo (Pvt) Ltd became the winner leading the ‘Digital Transformation’ category while Unilever Sri Lanka Ltd. and Colombo International Container Terminal Ltd (CICT) were recognized as 1<sup>st</sup> runners up and 2<sup>nd</sup> runners up respectively.

“Silvermill Natural Beverages (Pvt) Ltd was recognized for its sustainable practices and was awarded as winner in the ‘Sustainability’ category followed by South Asia Gateway Terminal (Pvt) Ltd as the 1<sup>st</sup> runners up. Hapag - Lloyd Lanka (Pvt) Ltd emerged as the winner in the ‘Market Segment’ category while Aitken Spence Logistics and CMA CGM Lanka (Pvt) Ltd were awarded as 1<sup>st</sup> runners up and 2<sup>nd</sup> runners up respectively in this category.



# CLT Strategic Planning Session



CLT Strategic Planning Session for the Year 2023/2024 was held on May 15th, 2023 at Royal Colombo Golf Club.

## Panel Discussion on Seafarers of Sri Lanka

A panel discussion on seafarers of Sri Lanka was successfully held on 19th July 2023 from 5.30 p.m. onwards at the IESL Auditorium.



**Moderator** – Mr. Kalinga De Silva, Secretary, Association for Seafarer Recruiting Agents (ASRA)

**Panel ;**

- Capt. Rohan Codipilly, Vice Chair, Nautical Institute Sri Lanka
- Capt. Upul Peiris, Director, Merchant Shipping Secretariat
- Mr. W.S.Weeraman, Chairman, Ceylon Shipping Corporation
- Mr. Surindha De Abrew, Chairman, Lanka Association of Ship Owners (LASO)
- Capt. Nalin Peiris, CEO , Manaco Marine (Pvt) Ltd
- Capt. Peshala Medagama, Vice President, CINEC Campus

# “Good Talk” - Lecture Series on Public Transportation

The lecture series was held successfully **Talk No. 2:** at the Auditorium of the National Transforming Public Transportation: Transport Commission, on July 21<sup>st</sup>, Leveraging Technology for Efficient 2023 from 8.30 a.m. onwards. The Mobility by Mr. Nipuna Jayathilake, Chief presence of Mr. Shashi Welgama, Executive Officer, Haulmatic (Chairman of the National Transport Technologies (Pvt) Ltd. Commission), Dr. Nilan Miranda, **Talk No. 3:** (Director General of the National Design of the Kandy bus terminal by Mr. Transport Commission), and Mr. R. Diyath Gunawardena, Director, Raveenthiran, (Chairman of Northern GreenTech Consultants, Design Team Provincial Passenger Transport for KMTT. Authority) made this event a memorable **Talk No. 4:** and an enriching experience for all Service Quality of Bus Transportation: attendees. The Way Forward by Dr. Sabeen Sharic, The lectures covered a vast area of Senior Lecturer, Kotelawala Defence industry as follows: University.

**Talk No. 1:** Route and network planning by Dr. Namali Sirisoma, President - Chartered Institute of Logistics and Transport.



The Chartered Institute of Logistics and Transport Sri Lanka (CILTSL) successfully conducted the Mr. John Diandas Memorial Lecture which was held on Friday, July 21<sup>st</sup>, 2023 from 4.00 p.m. to 6.00 p.m. at the Auditorium of the National Transport Commission.



## John Diandas Memorial Lecture



The keynote address "Modernization of Public Transport in Sri Lanka" was delivered by Eng. S. M. D. L. K. D. Alwis, Chairman of the Sri Lanka Transport Board, truly elevated the John Diandas Memorial Lecture to new heights. Throughout the event, there were inspiring presentations that catered to the interest and passions of all attendees.

# CILT Promotional Program for Engineers in the Central Province

On the 28<sup>th</sup> of June, Dr. Jayalath Edirisinghe, President of CILT-SL Central Chapter, delivered an insightful and engaging 20-minute speech to a gathering of esteemed members from the Kandy Branch in the Central Province of the Institute of Engineers, Sri Lanka. The event garnered participation from 30 prominent engineers representing diverse engineering disciplines, all eager to enrich their understanding. The question-and-answer session further enhanced the dynamic nature of the event and allowed attendees to gain more knowledge.



# WiLAT Port Visit

An exclusive visit to the renowned Colombo Port to was successfully concluded on the 14<sup>th</sup> of July. 50+ WiLAT members got the opportunity to witness an eye-opening journey through the heart of trade & commerce and gain firsthand knowledge about the dynamic logistics industry.



# Membership Drive at NIBM

WiLAT Sri Lanka conducted yet another successful Membership Development Drive on 11<sup>th</sup> June at NIBM premises with the participation of over 200+ students. Profound appreciation to the Head, consultants especially Ms. Kavindrie Ranasinghe, and students of NIBM Productivity and Quality Center for all their efforts and participation to make this membership drive a success.



# WiLAT Strategic Planning Session for 2023/2024

WiLAT Strategic Planning Session for the year 2023/24 was conducted.



## 10<sup>th</sup> Annual General Meeting of WiLAT

The 10<sup>th</sup> Annual General Meeting of WiLAT Sri Lanka was successfully held on the 3<sup>rd</sup> of May 2023 at the Winchester Hall, Kingsbury Hotel Colombo. Prof. Renuka Herath, CMILT was appointed as the new WiLAT Sri Lanka Chairperson for the year 2023/24. There in following members were appointed to the WiLAT Sri Lanka Executive Committee for the year 2023/24.

- Immediate Past Chairperson:** Ms. Niroza Gazzali
- Secretary:** Ms. Prashani Liyanage
- Vice Chairperson - Branding and Sponsorships:** Ms. Rumal Fernando
- Vice chairperson - Membership Development:** Ms. Aranthi Fernando
- Vice chairperson - Membership Services:** Ms. Kumari Sumanasekara
- Treasurer:** Ms. Vijitha Weerasinghe



## Sri Lanka Navy Logistic Conference

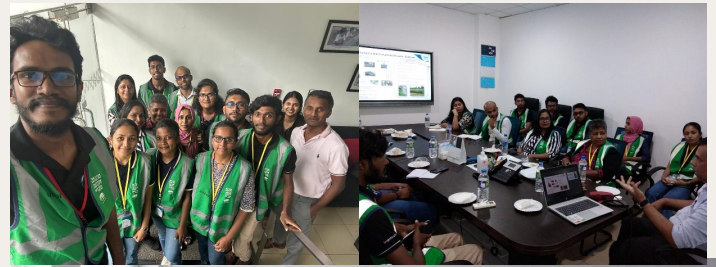
The Sri Lanka Navy Logistic Conference - "From Value Chain to Value Network" was held on 29<sup>th</sup> April 2023.



# Knowledge Hub Program

The membership development team of WiLAT SL – Women in Logistics and Transport led by VC – Amra Zareer launched the Knowledge Hub program with the objective of providing an opportunity for the academia to engage with the world of work to enable them with insights into what happens in the actual working environments. They will be able to take these learnings and incorporate them into the lecturing experience to provide the students with enriched learning with real-world examples.

The knowledge hub also provided an opportunity for our mentees to take part in the field and factory visits carried out. On the 4<sup>th</sup> of April 2023, the team visited Fonterra Brands Sri Lanka and the Supply Chain department provided a 360-learning experience for the participants. Exco member Aranathi Fernando, Head of Manufacturing at Fonterra Brands Sri Lanka facilitated this visit for the participants.



# Membership Drive at Sri Lanka Air Force



WiLAT SL – Women in Logistics and Transport conducted a membership drive at the Sri Lanka Airforce logistics division on 27<sup>th</sup> March 2023 at the Ekala Airforce camp. Dr. Namali Sirisoma, President, of CILT Sri Lanka joined online and gave an introduction to the CILT and the benefits of being a member of the world's best professional body in the field of Supply Chain, Logistics, and transport industry. Prof. Renuka Herath, Vice Chairperson WiLAT explained the membership application submission process and Dr. Priyangani Jayasundara , Secretary WiLAT, and Ms. Vijitha Weerasinghe, Treasurer WiLAT also addressed the gathering. Staff Officer, Air Commodore Mahasen Herath, Squadron Leader Vishwa Athukorala and many other senior and junior officers participated representing the Logistics Division of Sri Lanka Air Force.



# Earth Hour

WiLAT Sri Lanka entered into a partnership with Earth Hour Sri Lanka in 2016, in order to raise awareness about climate change and environmental best practices. Since then, WiLAT Sri Lanka has been organizing environmental initiatives for the purpose of doing good for the planet Earth.

This year, WiLAT invited all the members, corporate partners and everyone in the bigger network to join the earth hour 2023 which was celebrated on March 25<sup>th</sup> at 8.30 p.m. (local time) to make this the biggest hour for earth.



# IWD Event

International Women’s Day (IWD) 2023, was celebrated by WiLAT Sri Lanka, emphasizing “Embrace Equity”. The event was graced by Niroza Gazzali; Chairperson WiLAT SL, Dr. Namali Sirisoma; President CILT SL and was organized by WISTA Sri Lanka.

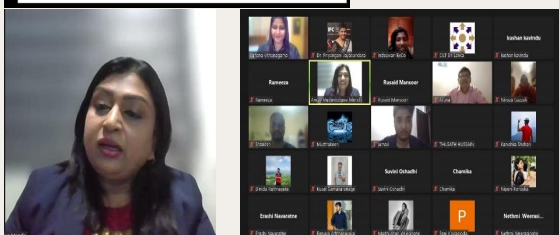
The event line up and the topics of discussions were thought provoking. WiLAT Sri Lanka and WISTA Sri Lanka are always happy to collaborate for the greater cause and build an excellent line up of women leaders to champion together in the world of logistics irrespective of the sector we represent.



In the picture left to right - Diruni Chanmugam (President-WISTA SRI LANKA), Niroza Gazzali (Chairperson WiLAT Sri Lanka) and Debbie Jones (Immediate Past President of WISTA Sri Lanka).



# Online workshop on Local Import and Export procedures and payment methods



WiLAT SL (Women in Logistics and Transport Sri Lanka) has successfully concluded an online workshop on local import and export procedures and payment methods. This was conducted by Amali Mudunkotuwa Mendis (General Manager - Regency Teas (PVT) Ltd.)

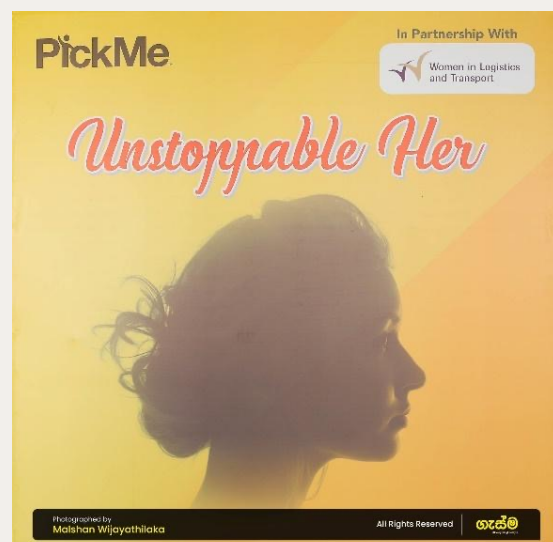
Over 85 participants took part in this informative and interactive session. This workshop was a part of project ‘Traverse’ organized by the Branding and Sponsorships team of WiLAT Sri Lanka.

# “Unstoppable Her”

‘Unstoppable Her’ was a significant event that got the attention of many on this year’s International Women’s Day. WiLAT SL (Women in Logistics and Transport) in partnership with PickMe, organized a seminar on the topic on “How Digital Platforms Have Enabled Women-Empowerment.”

Rumal Fernando and Dr. Priyangani Jayasundara from WiLAT Executive Committee together with Taslin Salie (Head of Corporate Finance at PickMe) took part in the panel discussion moderated by Medha Herath. Through this session insights have been shared to encourage female riders.

This session helped the participants to witness the faces of our lady riders and drivers who make taxi rides and deliveries possible around the clock. Women coming from many diverse backgrounds and challenging circumstances have chosen to go beyond and make a living and support their families in the right way. Women who work day and night with a focus to provide a safe and satisfactory ride to their passengers were recognized as flag bearers of PickMe forging positive change. These women were appreciated for challenging the norms and their career at PickMe.



# International Women's Day event held at Sri Lanka Army



‘WiLAT Sri Lanka celebrated IWD 2023 with the Sri Lanka Army. Dr. Priyangani from WiLAT, graced the event as a distinguished guest and addressed the audience. Her experience shared at this event truly inspired all the officers who attended the event.

*Dr. Priyangani Jayasundara started her career as a Commissioned Officer in Sri Lanka Navy in Supply and Logistics branch and was one of the first Lady Officers to join the SL Navy. She has undergone military training in Royal Naval College, Dartmouth, UK.*

# Field Visit to Colombo International Airport, Ratmalana

The 'Membership Services' pillar of WILAT Sri Lanka organized a successful field visit to the Colombo International Airport, Ratmalana on the 23<sup>rd</sup> of February 2023. More than 50 members took part in this event. Majority of the participants were from the Ocean University of Sri Lanka while Prof. Renuka Herath, Dr. Priyangani Jayasundara and Ms. Vijitha Weerasinghe participated in this session representing the ExCo.

The Chief Airport Manager; Mr. Aruna Rajapaksha and his team facilitated the visit providing greater assistance in visiting integral parts of the Airport including air traffic control tower, area control, terminals, fire brigade and hangars. Mr. Rajapaksha, also explained the history of the airport and its new strategic vision to convert Ratmalana Airport to a revenue generating source in order to support the country's economy by enhancing services provided by the airport more than airline flight operations.



# WILAT SL organized a visit to Aitken Spence Logistics facility

On par with the 'Knowledge Hub' series, the session 2 was unveiled through a visit to Aitken Spence Logistics facility at Mabile, Wattala.

This session included field visits to the container yard and container freight station, followed by a brief management discussion with the CEO of the Aitken Spence Logistics sector; Mr. Janaka Gunawardena.



# CILT Next Generation Quiz Master 2023

The CILT SL Next Generation Quiz Master was held for its 10<sup>th</sup> consecutive year on July 26<sup>th</sup>, 2023, at the Hotel Galadari Colombo. Over 35 educational and corporate teams participated in the transport and logistics quiz. Due to the COVID-19 pandemic in 2021, the event was moved online, but this year, the event was held physically. The main goal of the quiz was to enhance participants' knowledge and awareness in the transport and logistics sector while promoting teamwork.

Mr. Ramindu Liyanage proceeded as the Quiz Master, renowned for his vast knowledge and expertise in the field. Dr. Namali Sirisoma, the CILT SL president, was the chief guest at the prize-awarding ceremony. The event's premier sponsor was Lineage Logistics, and Blue Sky International (Pvt) Ltd contributed as the bronze sponsor. Additionally, the event received support from Daily FT as media partner and Tasty Country by Hemas as gift sponsor.

Team Dialog Axiata took the spotlight as winners of the competition, while Team Propeller of SAGT and Team Orel securing their places as first and second runners up. The event showcased how knowledge, teamwork, and resilience are crucial in overcoming challenges. It provided an excellent platform for participants to celebrate and thrive in the transport and logistics industry. With every passing year, the Quiz Master event continues to inspire and support the growth of the next generation of professionals in the industry.



*CILT SL Next Generation Core Committee*



*Winner Team Dialog Axiata*



*1<sup>st</sup> Runners Up – Team Propeller SAGT*

*2<sup>nd</sup> Runners Up – Team Orel*



**CORPORATE PARTNER**  
**NEWS**

# Advantis and Cordelia Cruises unite to unleash the ultimate cruising experience in Sri Lanka

The transportation and logistics arm of the Hayleys Group, Advantis, announced a groundbreaking partnership with India's top cruise line, Cordelia Cruises to usher in a new wave of inbound luxury tourists to Sri Lanka.

Leveraging their newly forged partnership, Advantis - Travel and Aviation serves as the General Sales Agent, while Advantis Group subsidiary, Clarion Shipping serves as the Port Agent for Cordelia Cruises in Sri Lanka.

Cordelia Cruises aims to revolutionize the tourism market in the region by offering an extraordinary cruise experience that exudes style and luxury through its crown jewel - "The Empress", an iconic vessel that first set sail with the name The Nordic Empress. With 796 cabins in 5 distinct categories filled with state-of-the-art amenities, the ship is capable of accommodating 2,000 passengers. The luxury cruise line embarked on its inaugural sailing to the island, in June 2023.



Advantis is Sri Lanka's most diversified transportation and logistics provider, with over six decades of experience and operations spread across Bangladesh, India, Indonesia, the Maldives, Myanmar, Singapore, and Thailand. Backed by the blue-chip multinational conglomerate Hayleys PLC, Advantis is at the forefront of the logistics and construction industries providing end-to-end solutions covering Integrated Logistics, Projects and Engineering, Marine and Energy, International Freight Management and Travel and Aviation.



“Sri Lanka is truly one of the most uniquely diverse holiday destinations in the Asian region. Combined with the invaluable support of our local partners Advantis, and the Hayleys Group, we see immense growth potential in synergistically integrating Sri Lankan and Indian destinations into a single, unforgettable luxury travel and hospitality experience.”

*Cordelia Cruises President and CEO, Jurgen Bailom*

The collaboration marks a milestone in Sri Lanka's efforts to revitalize inbound tourism and capitalize on the island's significant untapped potential as an international hotspot for cruise tourism. Embarking on a Cordelia Cruise journey to Sri Lanka opens up a world of thrilling shore excursions for travelers, with Jaffna, Hambantota, and Trincomalee serving as bases, where a significant boom in industry could be anticipated, attracting an estimated 80,000 tourists within the first four months alone.

**“One of Sri Lanka’s most urgent national priorities is to ensure a rapid increase in tourist arrivals. We believe that this partnership holds the potential to significantly boost arrivals, and over the medium-long term, attract an entirely new segment of travelers to our shores.”**

*Hayleys Group Chairman and Chief Executive Mohan Pandithage*

**“We are pleased to partner with Cordelia as their General Sales Agent and Port Agent in Sri Lanka. This partnership promises to channel much needed support for Sri Lanka’s resurgent tourist industry, and we are confident that this partnership will help our nation promote its attractions year-round. As a pioneer in transportation and logistics, with special expertise in maritime services, we are focused on supporting all opportunities for generating growth in travel and tourism.”**

*Hayleys Advantis Managing Director, Ruwan Waidyaratne*

Passengers aboard Cordelia Cruises can expect curated itineraries that cater to both business and leisure travelers, including 2-night, 3-night, and 5-night journeys. These itineraries are enhanced by an array of unparalleled onboard experiences, such as exquisite fine dining restaurants, vibrant pubs, a fully-equipped fitness center, spa and salon facilities, a casino, a swimming pool, a nightclub, engaging retail activities, and much more. Moreover, "The Empress" hosts a diverse range of live entertainment, including captivating music performances, mesmerizing magic shows, stand-up comedy, Bollywood music comedy, burlesque performances, DJ parties and movie nights, ensuring that every moment is filled with excitement and delight.

## Advantis DNA: Empowering a multi-generational workforce towards a more inclusive future



Advantis, the transportation and logistics arm of Hayleys PLC, has embarked on a pioneering journey of cultural transformation by introducing the 'Advantis DNA'.

The employee-led initiative focuses on empowering and amplifying the voice of the Company's multi-generational workforce, enabling them to reshape and transform the organization in response to the rapidly changing world. The launch of Advantis DNA represents the culmination of a 20-month long program of extensive employee consultation – spanning 2,300+ employee voices, 17 cultural surveys and 19 leadership workshops for Advantis teams in Sri Lanka and across the globe.

**“As a new cohort of young, dynamic, and ambitious professionals rise to positions of real responsibility, and new generations enter the workforce, we recognised the need for a conscious and structured effort to support their integration into our Organisation. Simultaneously, it became evident that we needed to adapt ourselves and our Company to align with their aspirations and the rapidly changing nature of work,”**

"The Advantis DNA represents our acknowledgement of the need for change and our commitment towards empowering our people to grow and thrive, driving our Organisation to new heights. This evolution is designed to anticipate future cultural shifts over the next decade, document our team's experiences and suggestions through regular pulse checks and regularly reexamine our culture every three years"

*Hayleys Advantis Managing Director Ruwan Waidyaratne*

In order to introduce the entire team to the Company's revamped Values, Purpose, Philosophy and Spirit, Advantis organized an event filled with gamified experience for all employees, creating a series of activities, and contests that helped reinforce values and demonstrate how those values can help lead to effective actions across every aspect of the business.

Each session was focused on gaining a holistic and accurate understanding of organizational bias for strategic emphasis, leadership preference, employee management, criteria for success and other dominant cultural elements. Accordingly, Advantis hosted further employee consultations to help co-create a blueprint for an organization-wide cultural transformation in which all employees would be given the training, encouragement, resources, and tools needed to achieve their maximum potential.



"Before embarking on this ambitious program of cultural transformation, we studied established global benchmarks in the corporate culture, including emerging players in the logistics and construction fields. Moreover, we also looked at global conglomerates that have successfully fostered an inclusive organizational culture where people can thrive and be future-ready. Drawing from all these elements, as well as our established strengths, we developed the Advantis Culture Canvas. Each of these elements was then broken down into small and defined actions that would incrementally move the organizational culture to align with the aspirations of our teams".

*Sagara Peiris  
Member - Group Management Committee of Advantis.*

# “An Unwavering Commitment to Sustainability”, SAGT publishes its FOURTH CONSECUTIVE Sustainability Report

South Asia Gateway Terminals, Sri Lanka's first Public Private Partnership container terminal in the Port of Colombo, published its sustainability report for the period 2022/23. Built around the theme of “An Unwavering Commitment to Sustainability”, this is the company's fourth consecutive report. SAGT is one of the few terminal operators around the world and remains the only terminal operator in the Port of Colombo to publish an accredited sustainability report with tracking and disclosure in keeping with global standards and best practices. The report outlines the measures taken by the Company to remain true to its sustainability commitment and presents related performance monitoring for the period.

SAGT's sustainability report is aligned to the Global Reporting Initiative (GRI) standards enabling the organization to report the impact of its activities in a structured and transparent manner. Further, SAGT has adopted the Task Force for Climate-Related Financial Disclosures (TCFD) for its fourth consecutive report giving stakeholders a more holistic outlook on climate related risks.

Despite the challenges faced by the economic downturn and political unrest in the country, SAGT continued operations with no interruptions in service to its customers and enhanced its business processes through strategic investments for sustainable growth.

During the reporting period SAGT achieved a 25% reduction in its overall carbon footprint resulting in the reduction of 5,301 Metric Tons of carbon emissions from being released into the environment. This performance was achieved primarily through reduction in its scope 1 carbon emissions. Scope 1 carbon emission reductions was through investments and initiatives such as the conversion of rubber tyre gantries from diesel to hybrid electric-diesel power and then prioritizing the utilization of hybrid RTG's for operations. Consequently, SAGT's scope 1 carbon footprint reduced by 35%. Furthermore, SAGT's scope 2 carbon footprint recorded a decrease of 9% for the reporting period, mainly attributable to the 12% reduction in ship-to-shore crane electricity consumption.



In the period under review, SAGT increased its commitments towards its environmental stewardship by entering into a partnership with Greenstat Hydrogen (Pvt) Ltd to formulate a strategic plan to accelerate electrification and decarbonization at the Port of Colombo, through a green-hydrogen pilot project.

With a view to accelerate the efforts to minimize the impact on the environment through formal 'carbon off-set initiatives', the Company has also committed to investing in two organized restoration projects, outside the confines of its operating environment. The first is the ongoing reforestation of 5 acres of the Yagirala forest reserve and in the year under review a new partnership with the University of Sri Jayewardenepura's Centre for Sustainability, that will restore five acres of Mangroves in the Benthara River mangrove complex. Mangroves are an extremely efficient natural 'carbon sink' and this partnership commitment for 5 years, will serve as a crucial pilot for further restoration whilst giving SAGT an offset in excess of 2,732 tons of carbon, equal to 17% of the terminal's current emissions.

The Company sought membership in the UN Global Compact, further underscoring the commitment to upholding and working towards global sustainable development goals.

In addition to multiple initiatives in cash and kind to support staff and stakeholders through the unprecedented hardships that arose as a result of the economic crisis in 2022/23, SAGT also committed to partially fund, re-starting the stalled national "Thripasha" nutrition program of the Ministry of Health that addresses malnutrition in pregnant and lactating mothers and children under 5 years, through a donation of milk powder to the value of Rs. 180 million.

"SAGT is pioneering sustainable terminal operations within the Port of Colombo by investing and optimizing energy efficient infrastructure, integrating technology and improving business processes. Since the Company's re-affirmation to sustainability in 2018, SAGT has been at the forefront in integrating and developing sustainable solutions and practices within its business and setting industry benchmarks both locally and regionally"

*Romesh David, CEO SAGT*

Commenting on the publication of the report and the company's concerted sustainability and corporate responsibility efforts, Mr. David further stated, "whilst doing the utmost to sustain the most deserving segments of our communities, we are making serious changes to achieving decarbonization of our business. We remain committed to showing leadership towards charting a sustainable future not only for SAGT, but for the Port of Colombo overall".



The background is a deep blue color. A pattern of small, light blue dots is arranged in a grid that curves inward from the top and bottom edges, creating a central, funnel-like or tunnel-like shape. The dots are more densely packed in the center and become sparser towards the edges. The overall effect is a sense of depth and perspective.

**FEATURE ARTICLE**

# EXPLORING THE FUTURE OF SRI LANKA'S SHIPPING INDUSTRY IN POST-PANDEMIC



Ms. Udara Cumaratunge is the Senior Manager - Commercial and Marketing at South Asia Gateway Terminals Sri Lanka. She has obtained her bachelor's in International Business from the University of Sheffield and her MBA from the University of West London. She entered into the field of shipping and logistics during the pandemic which has given her invaluable experience on strategies deployed during and post-pandemic in by the Sri Lankan maritime industry.

## *Tell us about yourself some special moments of your supply chain journey.*

I started my career with John Keells Holdings as a Management Trainee in 2015 as a fresh graduate in International Business from the University of Sheffield. John Keells is a diversified conglomerate that enabled me to gain experience across many industries in a short time period. Upon completing the Management Trainee program, I was assigned to the marketing department in the Property Sector of the group, where I got the opportunity to organize promotions, events, and execute many marketing activities for the flagship project - Cinnamon Life.

Since 2019, I pursued an exploratory interest in digital marketing, and a year later after completing my MBA at the University of West London, I embarked on a journey to enter the international maritime industry. It was a new challenge that intrigued me, but I jumped at the opportunity as the challenge of trying something new has always excited me.

Looking back at the last 3 years of my career journey in the maritime industry, it has been an accelerated drive in both my personal and professional growth which enabled me to gain insights into international trade, the Maritime industry and its drive towards net zero .

My inquisitiveness towards new challenges gave me the opportunity to be a part of a team that introduced a revolutionary digital solution for import container clearance.

The project went live within a week of initiation and focused on embracing technology, accelerated change , improving reliability, security, and consistency of service delivery. The 'Ease of Doing Business experience" for our customers and their customers is driven by time and cost efficiencies. These are a few highlights of my career journey.

## *In your point of view, how has the global supply chain crisis in the post-pandemic impacted Sri Lanka?*

As Covid-19 took the world by storm, global consumption shifted from traditional brick and motor purchases and holidays across the world to online shopping. Retailers and businesses who were previously dependent on just-in-time production and supply were challenged. As demand for goods increased and many traditional manufacturing destinations were crippled by social distancing protocols and lockdowns, retailers shifted their sourcing markets to destinations such as India and Bangladesh.

As a key transshipment hub, Port of Colombo was well positioned to support the growth of India and Bangladesh. The port achieved its highest volume of 7.24 million TEU in 2021, growth predominantly driven by transshipment cargo.

In 2022, the unstable political and economic conditions of the country and the subsequent trade guidelines, forced imports to be curtailed to essential items and shifted focus towards driving exports of Sri Lanka.

Sri Lanka is well known as a key sourcing destination within the apparel industry, however the industry experienced challenges during the time as many apparel industry buyers moved their sourcing to Bangladesh. The decline in global demand for garments further stifled the growth of the Sri Lankan apparel industry. The conflict between Russia and Ukraine, resulted in a decline in global demand for commodities such as Sri Lankan tea. The post-pandemic crisis in Sri Lanka had an impact on customer confidence in the Port of Colombo driven mainly by a lack of customer awareness about procedures and the capabilities of the ports. Sri Lanka, however, took a proactive stance to reinforce port resilience, where the government prioritized ports, ensuring a steady supply of fuel and essential facilities. To enhance transparency and regain customer confidence, Sri Lanka Ports Authority together with other port stakeholders implemented several measures such as organizing trade shows in countries like Bangladesh, to regain and strengthen customers confidence on the capabilities and efficiency of port operations.

I think, apart from all the adverse scenarios of the pandemic, it also highlighted the volatility of the industry. The expansive contingency strategies that were developed and implemented at the time of the pandemic, allowed the Port and its stakeholders to ensure unhindered services to our global customers even through the economic crisis.

### ***How did import restrictions in Sri Lanka affect transshipment volumes and what are the countermeasures adopted?***

Sri Lanka is strategically located to cater to the East–West routes and also the growing Indian subcontinent vessel movements. Many trade agreements between the neighboring countries also increased the movement of cargo within the region.

*Editorial Committee interviewing Ms.Udara Cumaratunga at SAGT*

As mentioned earlier Sri Lanka as a Transshipment hub to a large extent is isolated from domestic market conditions due to the above reasons. The Port of Colombo was ranked number 22 in the world by throughput and number 12 on the connectivity index. Which is by no means through good luck but resourcefulness and operational excellence.. The Port of Colombo continues to go beyond its strategic geographic locality by evolving to stay relevant to our customer’s needs. The port is also well positioned to complement India’s growth aspirations in support of the anticipated increase in trade between the Indian Sub-Continent and the ASEAN bloc nations.

During the crisis, the port was considered the lifeline of the country’s economic heartbeat, and the same priority status as hospitals for essential resources such as electricity and fuel were provided without any interruption which enabled smooth operation at the port which was commendable considering many key global ports were shut out during the pandemic period. Also, stakeholders of the Port of Colombo were actively engaged with regional import-export communities to reassure the port’s capacity and capabilities. All the diverse stakeholders of the port worked collaboratively towards a common objective which is to ‘Position the Port of Colombo as world trade’s pre-eminent gateway in the Indian Ocean’.

### ***In light of digital transformation in the business area, how do you see developments in areas like AI & big data analytics impacting the supply chain operation?***

Technology has indeed transformed the industry from manual-intensive work processes to automation with less manpower. During the pandemic, the terminals within the Port of Colombo, came together to change a decade long paper-based e-DA processing service to an online e-mail-based process in line with social distancing protocols at the time. With the success of the online email process, SAGT went on to digitize the payment process for import containers for easier and faster payment reconciliation. In 2022, SAGT fully digitized the process the offer customers a self-service online via the EDA system which allows for an e-DA to be processes and printed 365/24/7 by the customer at their convenience. It truly offers customers an enhanced “ease of doing business” experience,. I believe technology brings about a lot more transparency and seamlessness in the integration of activities with security, reliability, consistency, and convenience which has enabled us to gain a competitive edge with global competition.



"I also think advances such as AI are fabulous tools that predict the future based on past performances and data, but with incidents such as COVID, the past is unlikely to be consistent and predictable. Therefore, we must stay alert to the changing environment and market conditions to build capacity for future needs."

***How do you see the value addition in the Sri Lankan supply chain industry through port expansion and development projects?***

The Port of Colombo is ideally designed to support the hub and spoke model. Port of Colombo is strategically located to complement the growth of the economic powerhouse India and also growing nations such as Bangladesh. The proposed developments of the Port of Colombo are predominantly focused on enhancing big ship capacities to achieve the customer's aspirations. The ship-building yards have a long pipeline of big ships to roll out in the foreseeable future. This capacity will allow us to cater to the main East-West shipping routes which have significantly larger volumes. The existing standard draft terminals are well positioned to support the Port of Colombo's aspirations to be a hub port and to service feeder ships from the region connecting cargo to larger ships travelling the east-west shipping route.

I think we will see a surge in trade between nations such as India, Indonesia, Thailand, and Vietnam driven by free trade agreements. Intra-Asia trade is likely to grow rapidly considering the collective populations of the countries and the expanding middle-income demography, as they represent the key demography group that drives trade with discerning consumerism and greater disposable incomes.

***What initiatives have been undertaken within the port to integrate sustainable practices into the supply chain?***

Sustainability is certainly a buzzword in the industry. With the International Maritime Organization setting net zero targets on our customers' operations and the industry at large, we see a lot more attention from the terminal operators to incorporate sustainable operations into their business strategy. SAGT in the port was the first to formalize its sustainability agenda and published the first indecently audited sustainability report back in 2020. We have now published our 4<sup>th</sup> consecutive report and are confident that our customers value our efforts. SAGT's initiatives have inspired other terminals in Port of Colombo to explore sustainable business practices. .



***What are the key factors that will shape the future of the global supply chain and what Sri Lanka should do to gear up?***

My prediction is digitalization and digitization will drive the supply chain going forward. We need to equip ourselves with the skills and technology needed to embrace the challenges of the future in order to meet global supply chain demands.

Also, we need to gear our mindset to accept change and be resilient. Last but not least, sustainability is key as all consumers have already progressed towards sustainable sourcing and consumption hence, the global supply chain needs to be adopted to meet such consumer expectations.

***What is your advice to young logisticians who are entering the industry?***

I encourage young logisticians to be open to every challenge presented to them and to challenge the status quo. Be innovative and motivate yourself to think outside of the box. The right attitude will not only help you build a career but also make a difference in the industry.

In addition, it is also very important to improve soft skills in areas such as emotional intelligence, teamwork, leadership whilst being willing to learn, and be coachable. As much as formal education is vital, the development of soft skills is extremely important and will be differentiator for your career journey..

The background features a dark blue field with a grid of small, lighter blue dots. The dots are arranged in a pattern that creates a three-dimensional funnel or hourglass shape, narrowing towards the center. The text 'MEMBER ARTICLES' is positioned in the lower right corner of this grid.

**MEMBER ARTICLES**

# EXPLORING PROCESS AUTOMATION OPTIONS TO MINIMIZE THE OPERATIONAL COST



It is evident that operational expenses are increasing severely over past three to four months and industry experts believe that it will take at least a good six months to turn this around. Many firms which are involved in the logistics sector are looking for cross-

trade businesses, while other players are using ethical and, at times, unethical practices to sustain in the market. It is quite evident that the market is remaining volatile at the moment, but the viable alternatives available to mitigate the impact remains as a question.

The primary objective of this article is explaining how to reduce the operational expenditure by re-evaluating the existing processes of a business. Therefore, it is recommended that you have subject matter experts, who have a thorough knowledge in IT as well as project management tools and techniques, involved.

***“Cannot always control what goes on outside, but can always control what goes inside” - Wayne Dyer***

Let me share a glimpse of my knowledge; most of the companies use printed documents to communicate internally, as well as with external stakeholders (ex: Invoice), which is time sensitive and increases costs in terms of printing (ex: Printers, papers, storage facilities, etc.). It is important that organizations introduce a paperless policy as part of their environmental sustainability objectives. This will enhance the efficiency of the exiting processes, while having a direct impact on the operational cost. However, one must keep in mind that without the blessing of the senior management of the organization, it is impossible to launch such initiatives.

As the first step, assign a dedicated project manager (PMP, PMI\_USA Qualified) to line up activities pertaining to initiatives. Primarily, it is important to understand and formulate a responsibility matrix, time plan and a solution design, including SWOT analysis and budget forecast. The next step would be to present it to the senior management to obtain the necessary approvals, including setup cost, if any. It is the primary responsibility of the project manager to produce the solution design and risk analysis post discussion with the stakeholders. Therefore, formulating a plan to mitigate the risks which have already been discovered may guarantee that it would not be rejected. Once the system is established, it is important to carry out a few rounds of User Acceptance Tests (UAT) and then move to pilot phase. Once these boxes have been ticked, plan a date to rollout and kick start live work.

This is just a one area where logistics companies could reduce their operational costs during these challenging times. Similarly, there are so many opportunities available if your business analytics SMEs can dig deeper to find and eliminate ‘MUDA’ from your business environment apart from exploring all the alternative options to increase revenue.

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# MEETING THE WORLD CLASS KPI IN INVENTORY ACCURACY, IN NON-AUTOMATED WAREHOUSES.

Does it require converting all warehouses to be fully automated to achieve higher Inventory Accuracy of 97% or above? Based on my experience, it's not required to have fully automated yet with the current resources you may still reach 97% or above.

# T

here is no doubt that organizations that have implemented fully automated warehousing solutions achieve 100% inventory accuracy on a consistent basis. It was

proven by plenty of research and real-life case studies performed in this decade. Automation is the future of warehouse management

Lower Inventory accuracy is one of the greatest fear which most companies still struggling with and a few has successfully overcome it by going through dozens of hurdles. According to the article published by Matt Yearling who is the president and CEO of PINC has highlighted, the average inventory accuracy at non-automated distribution centers and warehouses located in the USA ranges from 89% to 99% and this number drops to below 60% in retail.

Based on the studies, and surveys performed and published by credible sources such as Harvard Business Review (HBR), Forbes, McKinsey & Company and Gartner has been expressed that the lower inventory causes a major impact on organization financials, Customer loyalty as well as the brand image.

This will be noticed by the sales team as they realize when they are unable to meet their sales target on a regular basis plus the customer complaints have reached the sky. Understanding the root cause of the problem it's may require a system thinking tool like the "Iceberg".

In a nutshell, Warehouse operates either by a software or manual process. Since the bin card system (a fully manual process) is no longer active in the 20th century. Almost all the warehouse managed via software. It may be MS Excel-based, WMS, or ERP solutions such as (Oracle/SAP) and operated by human recourses.

Let's look into the process of how to achieve a KPI of above 97% in inventory accuracy. (In some cases, it is possible to achieve 100/100 but if it's a fast-phased warehouse it won't be easy to maintain 100% every day without inventory adjustments).

## *Planning and Communication Matters*

Communication is vital during the process. It's important to call a meeting with the team members and communicate the problem and how its impacts the organization as well as everyone.



At the same time, it is required to educate the team on your plans (short/mid/long term) plus your SMART GOALS. Though you have a solution, be flexible and have a couple of brainstorming sessions. Train your team to produce an innovative solution that they think will work.

### ***Cycle Counts on daily/weekly and monthly***

Cycle counts should be performed daily, and reconciliation should be done prior to the next count. Also, it is highly recommended to have dedicated staff whom you can trust, fewer mistakes, quick and honest. The cycle count plan should be completed within the agreed timeline and during the count it must freeze any transaction from those locations. Therefore, when planning the cycle count it should be planned well in advance considering the number of SKUs, locations, etc. In addition to that the plan must cover the entire warehouse (wall to wall) within a month or less and this cycle must be repeated.

You may find some variations (+/-). Either plus or minus both scenarios should be considered as a variance. Ensure those are moved to a virtual location or interim location till you find or yield the next course of action.



By doing that you will be able to maintain location accuracy as well as the list of shortage items. Also, set a deadline for when the virtual/interim location going to be clear. In the worst-case scenario be ready to do the inventory adjustment if required. Remember to assign staff based on location wise, item-wise, or brand-wise, and give them full accountability for the area.

### ***Focus on Inbound and Outbound***

Most inventory miss matches as a result of an inbound error or an outbound error. Inbound (GI) and Outbound (GO) play a vital role in the warehouse management process. When you have full control over the GI and increase the accuracy of the inbound process (Dock to Stock) you can eliminate most of the issues. Outbound is another critical part of the operation. If your pick and loading process is not streamlined or not having a monitoring system, it will affect inventory in the long run.

These two critical points must be monitored and controlled effectively before moving to another internal process.

### ***Manage the Change Effectively***

Most staff has behavior of resistance to change. As they believe change will end up either increasing the workload or pushing them to leave the job. Not everybody going to be happy when you are assigned new tasks or new areas to perform. Therefore, it's your responsibility and accountability to get your team on board with the change by educating and explaining the results that you are anticipating in the coming months and what those results will bring to the teams/individuals. Therefore, keep motivating staff as it won't be easy to adapt to the change.

On some occasions, you might need to take hard decisions considering the betterment of the organization and the rest of the team. You may get assistance/advice from your HR Manager on how to track those types of situations. Remember people management is one of the core competencies of a good leader.



### ***The discipline of the staff as well as the Process***

Let's face it, when there is a mistake or negligence took place, even though there is a high chance of repeating the same in the future, most of the staff produce corrective action. But if you are on the way to achieving 100% KPI in inventory management this must be stopped. Instead of only corrective action, there must be corrective and preventive actions planned.

Yet this not going to be enough. The corrective and preventive measures must be informed to all the staff who is relevant and make a habit of following up those type of action on their own till it gets normalized.

To discipline the process, start from the activities involved with inventory management from Pick Face to Zoning which helps you to increase picking efficiency and reduce the dock to stock time.

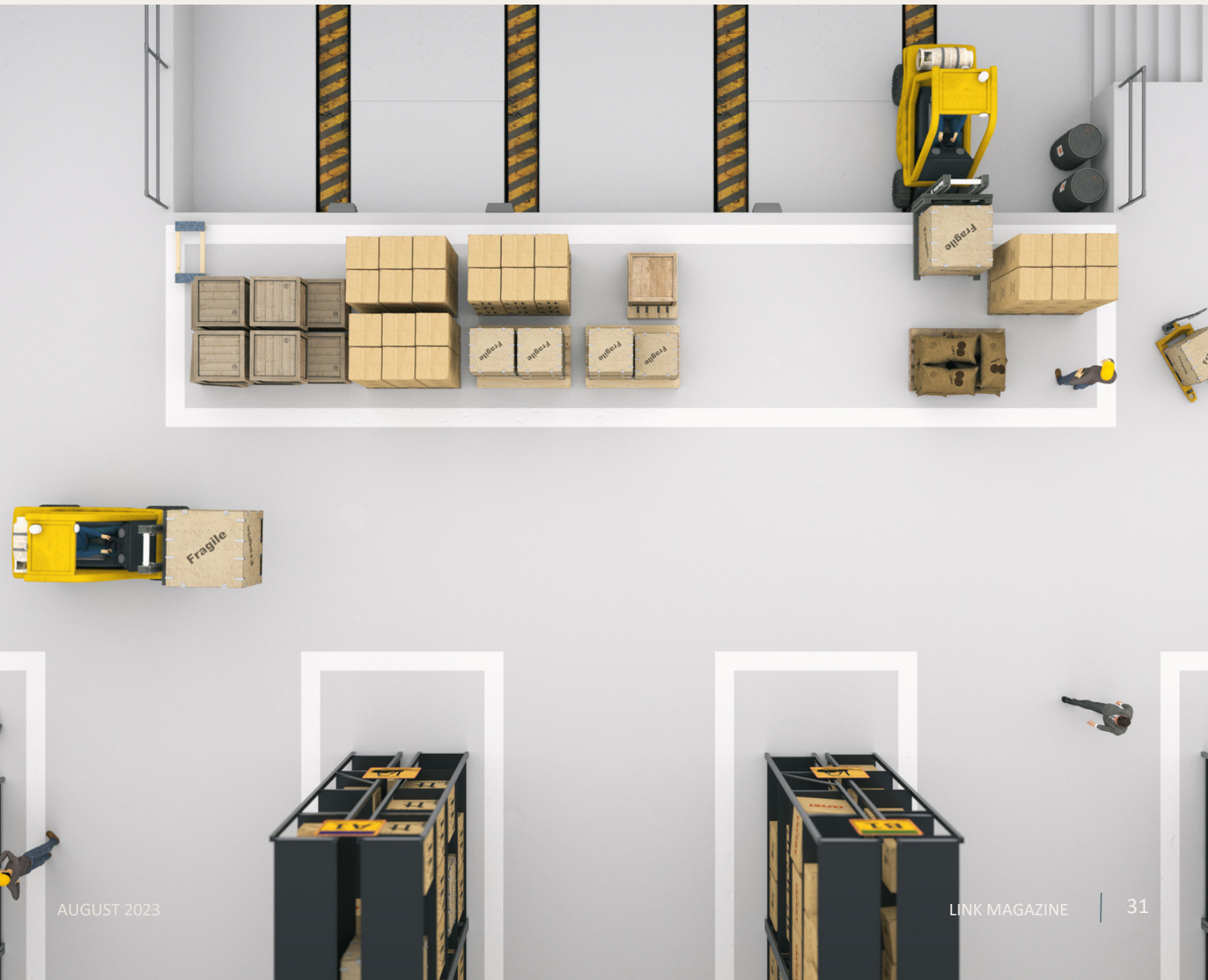
This required careful analysis of available and gathered data. In addition to that you might have to perform a GEMBA to observe and understand the individual process and reset/reconfigure the things that are required. Over-engineered processes are killing your staff's efficiency as well as time by unnecessary control points and reworks. It's always recommended to implement LEAN concepts such as 6S/KAIZEN projects to improve visibility and accessibility. Once you streamline the process those waste can be eliminated, and you may use the same recourses to perform different tasks which add value. Also, this will help you to remove unwanted pressure from your staff.

### *Perform PDCA and Celebrate Even Smaller Achievements*

Organizations that are not fully automated yet, must work with people. Motivation is the key to success. Ensure your staff is enrolling with internal/ external training or else promote a culture the staff is eager to learn new things. It could be online YouTube, edX, or Alison online training platforms, it doesn't matter as long as they are on the track to groom themselves. Always try to maximize the utilization of the available resources. As an example, it could be a function available in the system or an MHE that we haven't used to date. Try to sort problems from the ground level (root cause analysis) and think outside the box, be innovative, and provide honest constructive feedback on the staff performance.

In contrast, having a fully automated warehouse easily reached a world-class benchmark in Inventory Accuracy while semi-automated or non-automated warehouses still have a good opportunity to reach higher inventory accuracy of 97% -100% by reorganizing cycle counts plans, sort-out operational issues by using root cause analysis, placing CA/PA and last but not the least disciplining staff and the process which directly and indirectly involved with the warehouse activities. Achieving higher inventory accuracy organization will boot in financials as well as higher productivity from its employees.

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# REVOLUTIONIZING SUPPLY CHAIN MANAGEMENT WITH AI AND CHATGPT

"Success in supply chain management lies not only in adaptation but also in innovation. Embracing the power of Artificial Intelligence and ChatGPT can unlock a world of possibilities, revolutionizing cost savings, inventory management, warehousing, supplier development, and outsourcing practices."

In today's competitive and complex business landscape, organizations are constantly seeking innovative solutions to enhance cost savings, optimize inventory efficiency, streamline warehousing operations, and make strategic decisions regarding supplier development, outsourcing, and improving both B2B and B2C interactions. Let us explore how the integration of AI and ChatGPT can bring about revolutionary advancements in these areas, enabling businesses to stay ahead and thrive in the dynamic world of supply chain management.

## *The Power of Artificial Intelligence in Supply Chain Management*

AI, with its ability to analyze vast amounts of data and make data-driven decisions, plays a pivotal role in optimizing supply chain processes. By leveraging AI algorithms, organizations can optimize pricing strategies, reduce procurement costs, and minimize wastage through predictive analytics. Moreover, AI empowers businesses to improve demand forecasting accuracy, reduce stock outs, and optimize inventory levels, resulting in significant cost savings and increased operational efficiency.

## *Unleashing the Potential of ChatGPT in Supply Chain Optimization*

ChatGPT, a specific application of AI focusing on natural language processing and generation, takes supply chain optimization to a new level. With ChatGPT, businesses can enhance both B2B and B2C interactions by enabling interactive and personalized communication.

Chatbots powered by ChatGPT can handle customer inquiries, assist in demand planning, and provide real-time updates on order status. This not only improves customer satisfaction but also enhances operational efficiency by automating routine tasks and freeing up valuable human resources.

## *Top challenges and benefits of AI chatbots in today's business world*

- Available 24/7
- Can handle more customers
- Saves operational cost
- Improves customer satisfaction
- Chatbot security
- Understands emotions and sentiments of the customer

## *Revolutionizing Cost Savings through AI and ChatGPT*

The integration of AI and ChatGPT revolutionizes cost savings in supply chain management. AI-driven analytics enables businesses to identify cost-saving opportunities, optimize pricing strategies,

and minimize wasteful expenditures. Additionally, ChatGPT automates tasks, improves supply chain visibility, and facilitates real-time collaboration, leading to significant cost reductions and improved financial performance.



**Table 1**

*B2B and B2C differences in e-commerce*  
 source: <https://southasianmonitor.net>

### **Transforming Inventory Efficiency with AI and ChatGPT**

AI and ChatGPT significantly enhance inventory efficiency in supply chain management. AI algorithms analyze data to improve demand forecasting accuracy, enabling businesses to optimize inventory levels, minimize stock outs, and reduce excess inventory. With ChatGPT, organizations gain real-time insights, recommendations, and alerts, facilitating proactive inventory management and ensuring efficient allocation of resources.

### **Streamlining Warehousing Operations through AI and ChatGPT**

AI-powered technologies optimize warehouse operations by improving layout design, inventory placement, and picking processes. By leveraging AI, businesses can streamline operations, reduce labour costs, and enhance overall efficiency. ChatGPT enables the development of intelligent Chatbots for warehouse management, allowing for real-time communication, order tracking, and efficient management of warehouse resources.

### **Supplier Development and Outsourcing Considerations**

The integration of AI and ChatGPT also impacts supplier development and outsourcing strategies. AI-driven analytics can assist in identifying potential suppliers, evaluating their performance, and facilitating supplier development initiatives. By leveraging AI-powered insights, organizations can optimize their supplier base, enhance collaboration, and improve overall supply chain performance. Additionally, ChatGPT can facilitate real-time communication with suppliers, enabling efficient coordination, issue resolution, and proactive supplier management.

B2B	B2C
Personal Use	Business Consumption
Fixed Price	Variable Price
Single Place	Bulk Purchase
No Bargain	Always Bargain
Emotionally Driven	Rationally Driven
Consumer Marketing	Business Marketing

### **B2B and B2C Transformations**

In the B2B realm, AI and ChatGPT revolutionize interactions between businesses. AI-powered systems can analyze B2B data, automate procurement processes, and optimize supplier relationships. ChatGPT enables intelligent communication and collaboration, facilitating seamless order management, supply chain visibility, and efficient problem-solving. These advancements improve efficiency, reduce lead times, and enhance overall B2B supply chain performance.

In the B2C context, AI and ChatGPT transform customer interactions and experiences. Personalized Chatbots powered by ChatGPT provide real-time assistance, address customer queries, and offer customized recommendations. AI algorithms analyze customer behavior and preferences to enhance product recommendations, optimize pricing strategies, and improve customer satisfaction. The integration of AI and ChatGPT facilitates smoother order fulfilment, accurate tracking, and timely delivery, enhancing the overall B2C supply chain experience.

In conclusion, the integration of AI and ChatGPT presents a ground-breaking opportunity for organizations to revolutionize supply chain management. By leveraging the power of AI algorithms and ChatGPT-driven automation, businesses can achieve unprecedented cost savings, optimize inventory efficiency, streamline warehousing operations, improve supplier development and outsourcing strategies, and transform both B2B and B2C interactions. Embracing these technologies enables organizations to stay competitive, enhance customer satisfaction, and navigate the complex landscape of supply chain management with agility and resilience. The future of supply chain management lies in the hands of those who harness the power of AI and ChatGPT to drive innovation and shape the industry.

*Authored by:*

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 Country Director – South Asian Women Leaders Association

# PROFESSIONAL ACHIEVEMENTS

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Ms. Udara Cumaratunga, MILT

Appointed as the President Sri Lanka-Australia-New Zealand Business Council (SLANZBC)

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Gayani de Alwis, FCILT

Participated BIMSTEC Conclave and Expo in Kolkata as a speaker and panelist at the Connectivity and Women Leadership Forum.

Keynote speaker at the CARISCA Supply Chain Research Conference 2023 in Ghana

---

Dr. Priyangani Jayasundara, CMILT

Appointed as the Country Director - South Asian Women Leaders Association

---

Prashani Liyanage, CMILT

Appointed as the Head of Container Freight Station (CFS) operations of Aitken Spence Logistics with effect from February 2023

---

Prof. Renuka Herath, CMILT

Appointed as the Head of Department, Department of Marketing Management, University of Kelaniya.

---

Gayathri Karunanayake Amilthan, CMILT

Awarded as the Young Impactful Leader of the Year 2022 at CEO Magazine Awards

---

Nushrath Ghouse, MILT

Promoted to Regional Merchandising Supervisor at Almarai Company

---

Kosala Maduranga Edirimuni	Assistant Manager Supply Chain	Exceisior Logistics (Pvt) Ltd
Maleena Awn	Director Operations	Meridian Maritime Services Ltd.
K S Ramkumar	Training Manager ( Management)	SLPA
Asanka Ratnayake	Pilot	SLAF
K V Kanchana Lakdas Perera	Manager - Sales & marketing	Advantis Projects & Engineering (Pvt) Ltd
Anuradha Nuwan Kumara Hewagama	Manager Operation	DLSH (Pvt) Ltd
K L Danushka Rukshan Perera	Freight & Logistics - Key Account Manager	Expolanka Freight (PVT) Ltd
Lesly Arambewela	Deputy Director (Transport)	Mahaweli Authority of Sri Lanka
RACN Rathnayake	Real Admiral	Sri Lanka Navy
WMYA Wanigasekara	Lieutenant Commander	Sri Lanka Navy
Ganeesha Madushani Ihalagamage	Senior Procurement Analyst	Synergen Technology Labs
PDD Dewapriya	Captain Sri Lanka Navy	Navy Headquarters
K.Mudith Perera	Manager Supply Chain	Emerchemie NB(Logistic) Ltd
S M A C B Samarakoon	Sri Lanka Navy - Logistics Branch	Navy Headquarters
Rivindu Anjali Weerabaddana	Engineer	Sri Lanka Telecom PLC
Nadeeka Rathnasiri	Manager	Sri Lanka Telecom PLC
Commander HDS Jayatillake	Logistics Officer (Sri Lanka Navy)	Navy Headquarters
EMCMR Edirisooriya	Logistic Officer - Sri Lanka Navy	Sri Lanka Navy HQ
N K W N Gunasekara	Senior Executive Supply Chain	Gamma Interpharm (Pvt) Ltd
R.Gobalarajah	Lecturer/ Engineer	University College Jaffna
Sasanka Keerthi Nanayakkara	Head of Outbound Logistics	Siam City Cement (Pvt) Ltd
Nakandalage Don Chandika Sunimal	Manager Procurement	Sunken Construction (Pvt) Ltd
Suraj Thilina Saunders	Helicopter Pilot	Sri Lanka Airforce
B W D N M Samarakoon	Senior Logistics Officer	Sri Lanka Airforce
Kashun Thilina Abeywardane	Head of Operation	Logicare (Pvt) Ltd
Sagara Peiris	Director	Hayleys Advantis Ltd
Hla Hla Yee	Managing Director	Myanmar Mercury
Mohamed Hikam Khaild	Vice President	GLT Freight
K N M D S K Kosgahakumbura	Deputy General Manager - Commercial	Advantis Projects & Engineering (Pvt) Ltd
Mohammed Fazmin Faiz	Director - Pricing and Business Development	Bizpro Global Forwarding (pvt) Ltd
Dilan Randika Nanayakkara	Senior Duty Manager	Hambantota International Port Group (PVT) Ltd
Lieutenant Commander WM Lakshitha	Lieutenant Commander	Sri Lanka Navy
Heran Asanka Perera	General Manager – Supply Chain	Lanka Shipping & Logistics (Pvt) Ltd
Manula Jayasekara	Assistant Area Procurement Officer	Sri Lanka Navy
E.R.D.N Ekanayake	Lieutenant Commander	Sri Lanka Navy
Lakshitha Dilruk Serasinghe	Lieutenant Commander	Sri Lanka Navy
W N T L Wickramaarachchi	Commissioned Officer	Sri Lanka Navy
Hewa Dikkumburage Hemas Pubudu	Lieutenant Commander	Sri Lanka Navy
Pani Prasadika Kodagoda	Manager	Inferfresh Logistics Pvt Ltd
Gabriel Radeeshna Pillai	Commissioned Officer (Squadron Leader)	Sri Lanka Airforce
Babasinghe Badda Gamage Sahan Lalanga De Silva	Engineer	RDA

# CMILT

Yakupitiyage Chamila Dasuntha	Logistics Manager	Siam City Cement (Pvt) Ltd
K V D Ushantha Supun Perera	Manager - HOD	The Lanka Hospitals
Kasthuri Arachige Neminda Senarath Kasthurirathna	Engineer	The Open University of Sri Lanka
Chinthaka Athapaththu	Deputy General Manager	Advantis Projects and Engineering Pvt Ltd
Don Indrajith Sudeheera Jayasinghe	Commissioned Officer	Sri Lanka Army
J C Liyanagamage	Director Naval Logistics	Sri Lanka Navy
Chathura Nilanga Deweniguruge	Military Pilot	Sri Lanka Air Force
Roshana Chaminda Jayasekara	Shipping Operations Manager	Almasseya Shipping Agency

# MILT

Sevindu Kavinda Ranasinghe	Coordinator, International Support Services.	Coordinator, International Support Services.
Habeeb Mohamed Saleeth	Logistic Team Leader/Logistics Director	Doctors without Borders India Pvt, Ltd
D G Hettiarachchi	Head of Supply Chain & Warehouse Operations	Stelacom Pvt. Ltd
Pitiduwa Hewage Heshan Maduranga Karunapala	Assistant General Manager - Business Development	ASB Freight(Pvt) Ltd
H.L.N Perera	Executive	Advantis Projects & Engineering (Pvt) Ltd
Saparamadu Mahabalage Harshana Keshika Demintha Saparamadu	Procurement Executive	Aima Construction Pvt Ltd
T C Siriwardana	Assisatant Manager -Procurement and Shipping	Sri Lanka Catering Limited
Kavindi Mahesha Senarath Yapa	Executive Operations	Spence Seahorse Marine (Pvt) Ltd
Siyambalapitiyage Don Hasitha Chathuranga	Senior Manager Operations	Lanka Sathosa Ltd
Nishan Fernando	Entrepreneur - Director	DHA Venture (Pvt) Ltd
Brahmanage Don Pasan Manula	Executive - Operations	Hambantota International Port Group (Pvt) Ltd
Safraz Abdeen	Airline Manager	FitsAir Pvt Ltd
Don Sekarage Hirun Malith Tharaka	Store Assistant	Diesel & Motor Engineering PLC
H C Katuwawala	Logistician – Business Development in a logistics company	Advantis 3PL Plus
Vallipuram Kirushnananth	Assistant Registrar	Rajarata University
Thithalapitige Iresh Madushanka Peiris	Senior Procurement Executive	Litro Gas Lanka Limited
Praveen Harindranath Abeysondera	University Lecture	University of Peradeniya
Charith Lakshitha Dharmadasa	Cargo Agent	Sri Lankan Airlines
Pilana Welladdarage Sashen Dinuranga	Associate SAP Consultant	Rizing Consumer Industries
D G Sanath Prasanna Kumara Dellanga	Chief Regional Manager	Sri Lanka Transport
D M Buwaneka Irantha Dissanayake	Supply Chain Consultant	IFS – Sri Lanka Global Consulting Delivery
Suraweera Arachchige Isuravi Amaaya Suraweera	Lecturer	KDU
Galigamuwe Widanalage Ishara Thushan Sandaru Jayarathne	Officer - Inland Distribution	DP Logistics (Pvt) Ltd
H M N Pemasiri	Assistant Manager - HR	Sri Lanka Ports Authority
M G Kasun Sadiranga Maldeniya	Superintendent - Operation	Sri Lanka Ports Authority
H A M Damith Jayasanka	Executive - Supply Chain	Emerchemie NB (Logistic) Ltd
Jayawardanage Udara Dulanjalee Perera	Manager - Operation	Cargomate (Pvt) Ltd
R R D T Niranga	Assistant Manager - supply Chain Division	Hayleys Agriculture Holdings Ltd

## MILT

Wasala Mudiyanseleage Shakya Malshani Senanayake	Demand Planning - Junior Executive	Hemas Pharmaceuticals
Mohamed Hunais Mohamed Hisni	Manager - Finance	PT EFL Global Indonesia
W Prageeth Lakshan De Silva	Lieutenant, Logistics Officer	Sri Lanka Navy
K. Prabath Nuwan Kumara	Lieutenant Commander	Sri Lanka Navy
M N Ruwini Perera	Assistant Manager - Customer Service	Hellmann Worldwide Logistics (pvt) Ltd
Harshi Edna Jayathilake	Logistical and Administrative Manager	Biomarine Services Pvt Ltd
Ranul Kalupahana	Sub Lieutenant	Sri Lanka Navy
M Z Mohamed Nazhath	Purchasing officer	Superloop Australia
Anjana Priyadarshana Jayaweera	Purchasing officer	Dialog Axiata PLC
K DA D Thivanka Udaya Kumara	Logistics Manager	Dubai, UAE
N M Dewmini Nikeshala	Senior Executive Customer Service	Hellmann Worldwide Logistics (Pvt) Ltd
A P R R N Fernando	Superintendent - Operation	Ports Authority

## ASSOCIATE

M T D De Costa	Export Coordinator	DP Logistics (Pvt) Ltd
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## GRADUATE

Palamandadige Harindu Charles Perera		
F.W.A Stefani	Logistic coordinator	Outdesk BPO service (Pvt) Ltd

# UPCOMING EVENTS

**Aug**

WiLAT Ignite

**Sep**

Maritime Sectional Committee - Quiz and Maritime Day Commemoration

Next Generation Case Study Competition

**Oct**

Aviation Sectional Committee - Panel Discussion

**Nov**

CILT International Conference

**Dec**

Next Generation Inspire



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