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## Human Resource Management is a term which stresses the develop-

U.A.C Obeysekere is the Vice President - Human Resources, Administration & Business Support of Union Bank Colombo Limited. He is the former president of the Institute of Personnel Management Sri Lanka (IPM) and he is a fellow of the Institute (FIPM), a member of the IPM Council and is a lecturer in the field of Human Resource Management. Obeysekere has 39 years of experience in managing human resources and has within his professional development process successfully completed Professional Certificate Courses in advanced HRM in several foreign institutions such as Pittsburg University USA, Cranfield School of Management, UK, CIPD, Ashridge School of Management, UK. Obeysekere was recently conferred with an award by the Osney Media organization in London last month for best practices in Talent Management. Osney Media is a Human Resources Organization involved in promoting effective human resource management practices and delivering of innovative products and services for HRM.

Union Bank which began operations in 1995 is today one of the most steadily growing banks in the country. Currently in its fifteenth year, Union Bank has initiated a new strategic plan with the aim to raise the bar through an accelerated programme to

expand the business. In mid 2010 Union Bank received fresh capital of 2 billion and has exceeded the Central Bank's requirement pertaining to the level of capital. The bank currently has 20 branches in the island including several new branches in the North. The bank will open several new branches in the coming months in accordance with its expansion plans. The bank will be launching an Initial Public Offering



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(IPO) in February 2011 and will thereby raise its level of capital further. With its new strategic direction and broad basing of activities Union Bank will be an emerging financial powerhouse.

Here we talk to Mr. Obeysekere on his role of Human Resources Management and his experiences at the Union Bank

Q. What is the importance of Human Resource Management?

A. Effective Human Resource Management is more critical than ever to achieving today's business goals. Human resource management is a term which stresses the development of people as an

asset rather than their "costs", and it places people at the heart of business planning. HR practitioners must help to adapt their organizations to the changing environment and can contribute to the success of their organizations. They must play the role of a "Business Partner", by linking HR with business and ensuring the delivery of value through the people management process. The task of finding people who either possess or have the potential to develop knowledge, skills and attitudes for the betterment of an organization is of fundamental importance. Likewise the task of unleashing the potential of people and developing world class HR practices is of utmost

importance in modern day business particularly in an environment which is undergoing an accelerated pace of change. At the heart of all HR activities is the HR Plan or strategy.

Corporate Planning is often a three to five year rolling cycle with each successive year being brought up to date when it comes closer to the current year. It is usual for the HR strategy to be part of this procedure. Human resource planning, recruitment and selection, compensation policy, training, performance management, employee services, health and safety, industrial relations form the nucleus of

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### Vacancy

A Muslim Organisation in Colombo requires the services of **Accounts Clerk**. A/L in Commerce/below 30 years, Computer Literate, Male or Female. Experience is added qualification. **Hostel Supervisor** Middle aged to be resident, Male, experience in Managing Hostel.

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