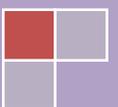


2015

**LABOUR DEMAND SURVEY
THIRD QUARTER AND FORTH QUARTER
REPORT
2015**

**LABOUR MARKET INFORMATION UNIT,
MANPOWER PLANNING DEVELOPMENT AND RESEARCH DIVISION
DEPARTMENT OF MANPOWER AND EMPLOYMENT
2015**



LABOUR DEMAND SURVEY

Third Quarter and Forth Quarter Report – 2015

**MANPOWER PLANNING, DEVELOPMENT AND RESEARCH DIVISION
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FORWARD

The Labour Market Information unit of the Manpower Planning Development and Research Division of the Department of Manpower and Employment, Ministry of Labour is pleased to release the report including third quarter and fourth quarter Labour Demand Report in 2015.

The labour market like other markets can be described in terms of supply and demand components. The supply side primarily is referred to the number of potential workers and their characteristics whereas the demand side is referred to employers' staffing requirements as casual, contract and regular employees. The labour market is an arena where those who are in need of labour and those who can supply the labour meet together. Therefore, the common space both demanders (employers) and suppliers (jobseekers) meet can be broadly termed as the labour market.

The labour market information is intended to help individuals to make on selecting the career pathway or to choose the best option for their higher education as well for the employers to determine their business plans and investment decisions. It also helps people locate the most appropriate training and educational resources.

We hope that government and non-government agencies, private/corporate sectors, students, job-seekers and career counselors will make use of this report for proper planning and decision making.

ACKNOWLEDGEMENTS

This quarterly report is the final result of several steps which were supported by many people whom without this would not be a success.

We express our sincere gratitude to Mr. H.G.G.J.Dharmasena, Director General of Department of Manpower and Employment for his encouragement and proper guidance to complete this quarterly report successfully.

We would like to acknowledge our appreciation of Mr. A.Saarrankan, Director of Manpower Planning, Development and Research Division for his leadership with continuous guidance by giving valuable instructions and contribution to complete this quarterly report successfully.

Last but not least, the special word of thanks for the Human Resource Development Assistants and Officers of the Labour Market Information Unit who provided their contribution and dedication for the labour demand survey and their team spirit in publishing this quarterly report.

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Section One
Labour Demand in Third Quarter

1. Introduction

Newspaper advertisements were the most popular method used by the employers to recruit their potential employees until the end of the twentieth century. But with the rapid development of the technology and the increasing of the computer usage its popularity was decreased to some extent. However still this is the most commonly used method by the employers to recruit people due to the disparities of technology usage in Sri Lanka.

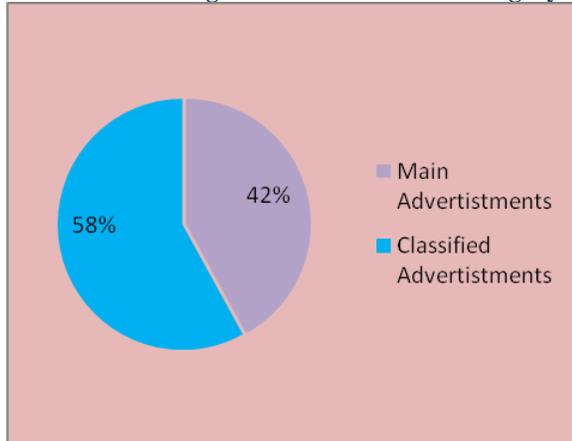
This labour demand analysis has been done based on the data gathered by the newspaper advertisement survey conducted by the Labour Market Information Unit(LMIU).Accordingly the vacancies advertised in “Silumina” and “Sunday Observer”, the two highly circulated weekend newspapers and the Sri Lanka Gazette were taken in to consideration. The considered time period was July to September in year 2015 for the third quarter and October to December 2015 for the fourth quarter.

The job advertisements published in the two news papers of Silumina and Sunday Observer are of two types namely the Main Advertisements and the Classified Advertisements while in the government gazette, government and semi government job vacancies are published.

Labour Demand in Third Quarter

3.1: Vacancy Distribution by Main and Classified Advertisements

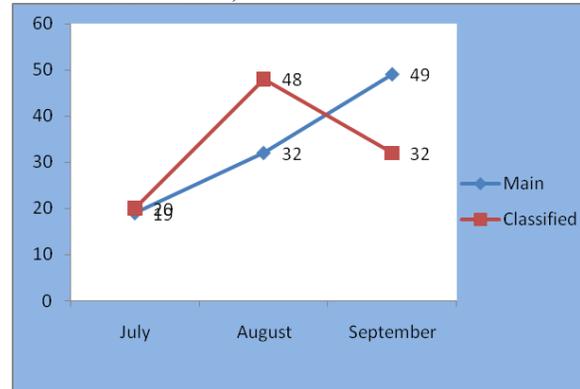
Figure 3.1: The distribution of the advertised vacancies according to the advertisement category



Source: Newspaper Survey in third Quarter-2015

According to the Figure 3.1 it has been shown that 58 percent of the total vacancies are recorded by the classified type advertisements while the remaining 42 percent is represented by the main advertisements. Accordingly the number of classified vacancies exceeds the number of main vacancy advertisements. This scenario is differing from the second quarter vacancy distribution.

Figure 3.2: Number of Vacancies by Month (Both Main & Classified)

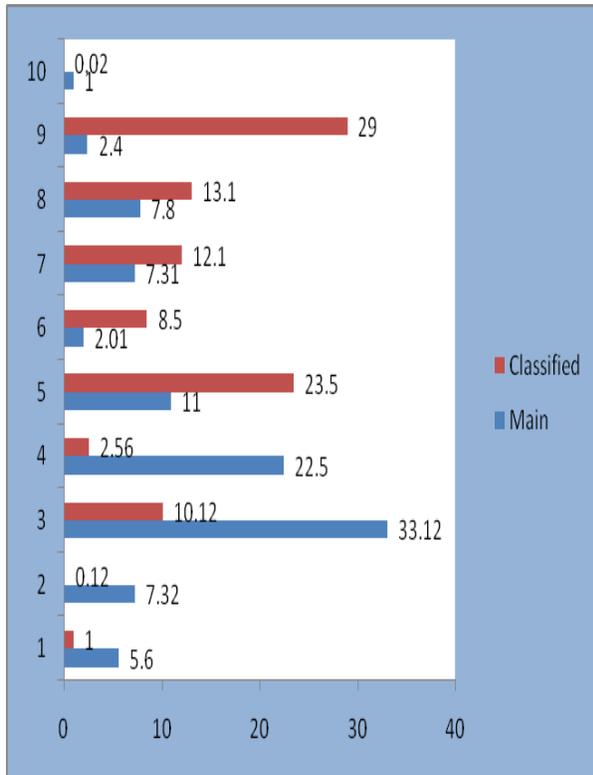


Source: Newspaper Survey in third Quarter-2015

Figure 3.2 denoted that the vacancies are increasing trend of main advertisements during the third quarter (July – September) in 2015. The classified sector vacancies increased from July to August and decreased again to September.

3.2: Labour Demand for Each Occupation Category (ISCO)

Figure 3.3: Job Vacancy Distribution by Occupation Category



Source: Newspaper Survey in third Quarter-2015

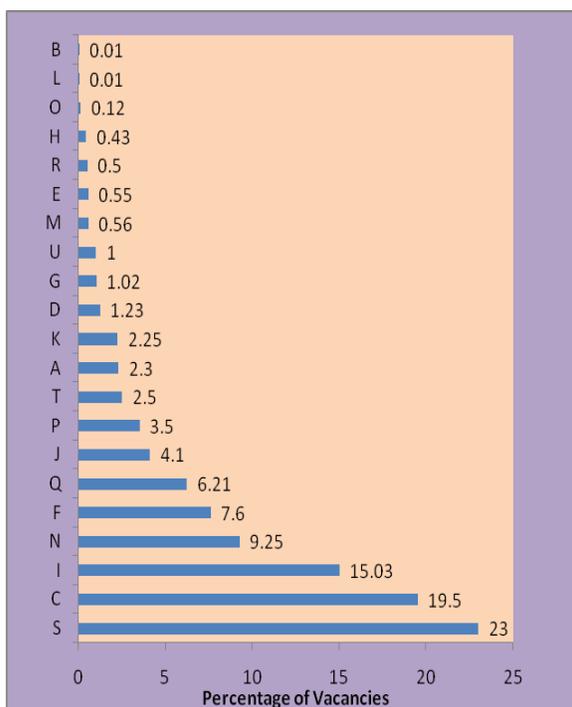
- 1-Legislators, Senior Officials and Managers
- 2-Professionals
- 3-Technicians & Associate Professionals
- 4-Clerical Support Workers
- 5-Service Workers and Shop &Market Sales Workers
- 6-Skilled Agricultural, Forestry and Fishery Workers
- 7-Craft and Related Trade Workers
- 8-Plant & Machine Operators and Assemblers
- 9-Elementary Occupations
- 0-other

According to the figure 3.3, the highest number of vacancies published under main advertisement category has recorded for Technicians and Associate Professionals. The second highest demand is for clerical support workers. The demand for service workers and shop and market sales workers also is significantly high.

By considering the demand under classified advertisements the highest number of vacancies is recorded under Elementary level occupations while the second significant demand is recorded under Service Workers and Shop &Market sales workers.

3.3: Labour Demand in each Industrial Category (ISIC)

Figure 3.4: Job Vacancy Distribution by Industrial Category



- A-Agriculture, forestry and fishing
- B-Mining and quarrying
- C-Manufacturing (printing/media)
- D-Electricity, gas, steam and air conditioning supply
- E-Water supply; sewerage, waste management and remediation Activities
- F-Construction (civil engineering)
- G-Wholesale and retail trade
- H-Transportation and storage
- I-Accommodation and food service activities (restaurant)
- J-Information and communication (publishing/radio/news agency)
- K-Financial and insurance activities
- L-Real estate activities
- M-Professional, scientific and technical activities (consultant/advertising /research)
- N-Administrative and support service activities (travel agency /security/cleaning)
- O-Public administration and defense; compulsory social security
- P-Education
- Q-Human health and social work activities
- R-Arts, entertainment and recreation (gambling/betting/sports clubs)
- S-Other service activities (repairing computers/household goods/furniture/dry cleaning/saloon)
- T-Activities of households as employers; undifferentiated goods- and services- producing activities of households for own use
- U-Activities of extraterritorial organizations and bodies

Source: Newspaper Survey in third Quarter-2015

As shown by Figure 3.4, the highest number of vacancies is advertised for the Employments in the other service activities (repairing computers/household goods/furniture/dry cleaning/saloon) industry. The industrial categories of construction & Accommodation and Food Service Activities also have prominently reported considerable numbers of job vacancies during the third quarter.

3.4: Top ten highest demanded jobs recorded under other service activities (repairing Computers /household goods/furniture/dry cleaning

Table 3.1: Top ten highest demanded jobs recorded under other service activities industry

Job Category	Rank
Sales and Marketing Executives	1
Commercial and Sales Representatives	2
General office Clerks	3
Office Supervisors	4
Accountants	5
Field Officers	6
Advertising and Public Relations Managers	7
Secretaries	8
Research and Development Managers	9
Security Officers	10

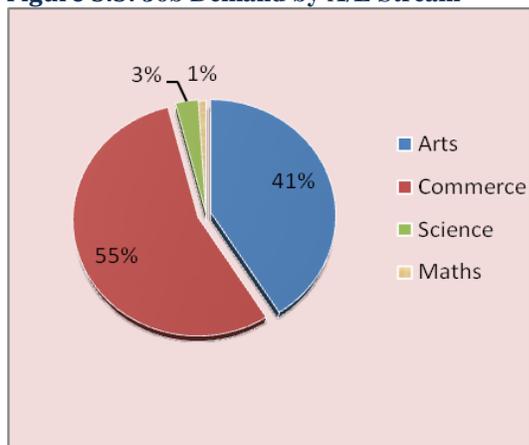
Source: Newspaper Survey in third Quarter-2015

The service activities industry is dominant in generating jobs according to the newspaper survey during the third quarter of 2015 same as second quarter. The top ten job categories recorded under the service activities industry specified according the above table.

3.5: Labour Demand According to the Qualifications

3.5.1: Job Vacancy Distribution According to G.C.E Advanced Level Streams

Figure 3.5: Job Demand by A/L Stream



Source: Newspaper Survey in third Quarter-2015

As illustrated by Figure 3.5 amongst the jobs available for the after A/Ls the highest labour demand is recorded for those who have done their G.C.E Advanced Level in Commerce stream and the second majority is demanded for Arts stream while the demand for Science and Maths stream school leavers (After A/L) are relatively low in same as second quarter.

3.5.2 The Highly Demanded Diploma and Certificate Courses

The table 3.2 shows that the top ranked highest demanded diploma qualifications in third quarter.

3.5.2 The Highly Demanded Diploma

Table 3.2: The Highly Demanded Diploma and Certificate Courses

Diploma	Rank
National Diploma in Technology (NDT)	1
National Certificate in Technology (NCT)	2
National Diploma in Engineering Science (NDES)	3
Higher National Diploma in Engineering (HNDE)	4
Higher National Diploma in Accountancy (HNDA)	5
Human Resource Management (HRM)	6
Computer	7

Source: Newspaper Survey in third Quarter-2015

3.5.3 Highly Demanded Professional Qualifications

Table 3.3: The Highly Demanded Professional Qualifications

Professional Qualification	Rank
Chartered Institute of Marketing (CIM)	1
Association of Accounting Technicians (AAT)	2
Chartered Institute of Management Accountants (CIMA)	3
Post Graduates	4
Sri Lanka Institute of Marketing (SLIM)	5
Association of Chartered Certified Accountants (ACCA)	6
Masters	7
Associate Chartered Accountants (ACA)	8

Source: Newspaper Survey in third Quarter-2015

Based on the newspaper survey, the Table 3.3 shows that the highest demanded professional qualifications which are required from the candidates other than the educational qualifications.

3.6: The Highly Demanded Soft Skills

Table 3.4 : The demanded Soft Skills

Skills Category	Rank
English	1
Communication Skills	2
Ability to Utilized IT	3
Writing	4
Interpersonal	5
Team Work	6
Being Positive & Motivated	7
Leadership	8
Outgoing Personality	9
Analytical	10

*Source: Newspaper Survey in third
Quarter-2015*

Based on newspaper survey, the table 3.4 reveals that the top ten highest demanded skills possessed by the vacancies. English language skill highlighted as top ranked skill among the demanded jobs during the third quarter in 2015.

Highlights

- ✚ Majority of (58%) vacancies recorded from the classified sector vacancies while 42% of vacancies recorded from the main advertisements.
- ✚ The recorded vacancies from July to September are in an increasing trend under the main advertisement of third quarter
- ✚ The highest number of vacancies recorded from Technicians and Associate Professionals category under the main advertisements.
- ✚ The highest number of vacancies recorded from Elementary occupations under the classified advertisements.
- ✚ Other Service Activities, Manufacturing, Information and Communication are the dominant industries in generating jobs.
- ✚ Out of the total number of vacancies available for school leavers after G.C.E A/L 51 percent of vacancies demanded commerce stream qualification while 41 percent of vacancies demanded Arts stream qualification.
- ✚ National Diploma of Technology (NDT) is the top ranked highest demanded diploma qualification
- ✚ English skill has become an essential requirement for most of the job vacancies in second Quarter.
- ✚ Chartered Institute of Marketing (CIM) is the highest demanded professional Qualification.

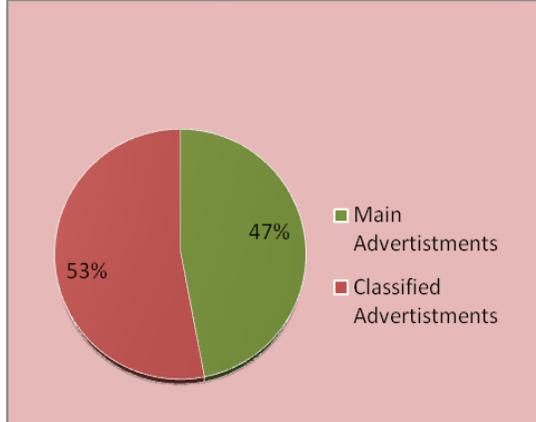
Section Two

Labour Demand in Forth Quarter

Labour Demand in Forth Quarter

4.1: Vacancy Distribution by Main and Classified Advertisements

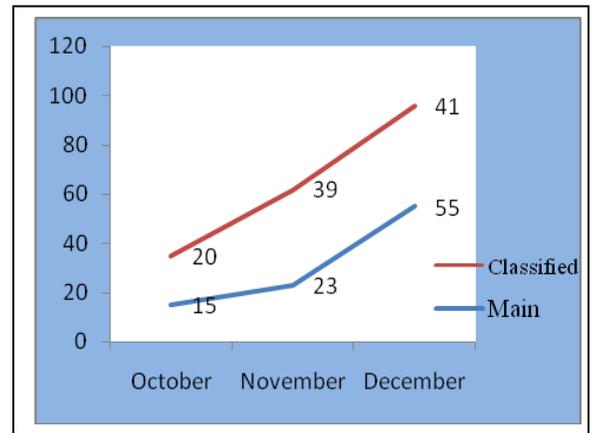
Figure 4.1: The distribution of the advertised vacancies according to the advertisement category



Source: Newspaper Survey in forth Quarter-2015

According to the Figure 4.1 it has been shown that 53 percent of the total vacancies are recorded by the classified type advertisements while the remaining 47 percent is represented by the main advertisements in forth quarter.

Figure 4.2: Number of Vacancies by Month (Both Main & Classified)

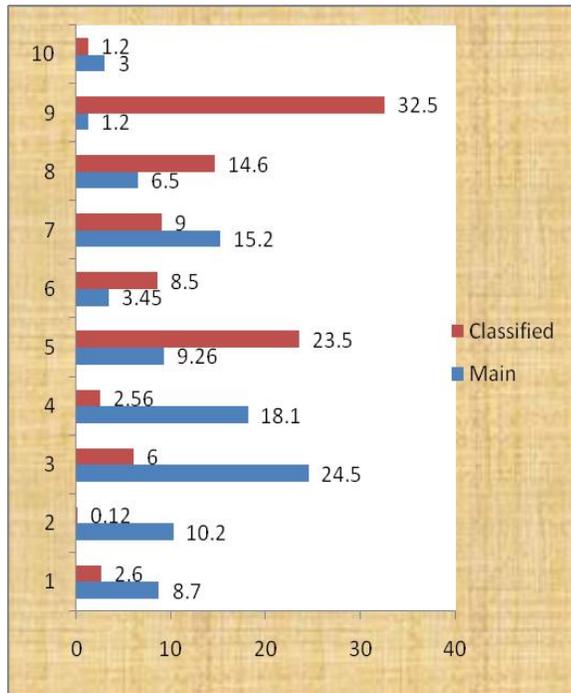


Source: Newspaper Survey in third Quarter-2015

Figure 4.2 denoted that the vacancies are increasing trend of main and classified advertisements during the forth quarter (October- December) in 2015.

4.2: Labour Demand for Each Occupation Category (ISCO)

Figure 4.3: Job Vacancy Distribution by Occupation Category



Source: Newspaper Survey in forth Quarter-2015

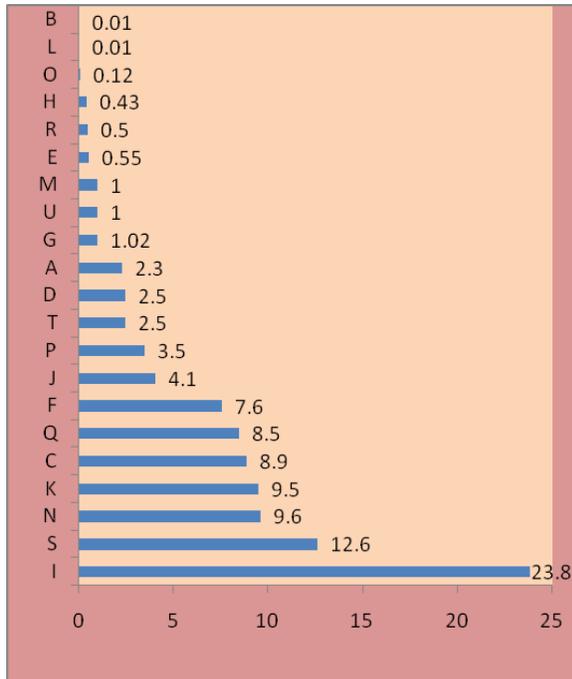
According to the figure 4.3, the highest number of vacancies published under main advertisement category has recorded for Technicians and Associate Professionals. The second highest demand is for clerical support workers in same as third quarter.

- 1-Legislators, Senior Officials and Managers
- 2-Professionals
- 3-Technicians & Associate Professionals
- 4-Clerical Support Workers
- 5-Service Workers and Shop &Market Sales Workers
- 6-Skilled Agricultural, Forestry and Fishery Workers
- 7-Craft and Related Trade Workers
- 8-Plant & Machine Operators and Assemblers
- 9-Elementary Occupations
- 0-other

By considering the demand under classified advertisements the highest number of vacancies is recorded under Elementary level occupations while the second significant demand is recorded under Service Workers and Shop &Market sales workers.

4.3: Labour Demand in each Industrial Category (ISIC)

Figure 4.4: JobVacancy Distributionby Industrial Category



A-Agriculture, forestry and fishing
B-Mining and quarrying
C-Manufacturing (printing/media)
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F-Construction (civil engineering)
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H-Transportation and storage
I-Accommodation and food service activities (restaurant)
J-Information and communication (publishing/radio/news agency)
K-Financial and insurance activities
L-Real estate activities
M-Professional, scientific and technical activities (consultant/advertising /research)
N-Administrative and support service activities (travel agency /security/cleaning)
O-Public administration and defense; compulsory social security
P-Education
Q-Human health and social work activities
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S-Other service activities (repairing computers/household goods/furniture/dry cleaning/saloon)
T-Activities of households as employers; undifferentiated goods- and services- producing activities of households for own use
U-Activities of extraterritorial organizations and bodies

Source: Newspaper Survey in forth Quarter-2015

As shown by Figure 4.4, the highest number of vacancies are generating in the Accommodation and food service activities industry. The industrial categories of other service activities (repairing computers/household goods/furniture/dry cleaning/saloon) and Administrative and support service activities also have considerable vacancy demand during the forth quarter.

4.4: Top ten highest demanded jobs recorded under Accommodation and food service activities industry

Table 4.1: Top ten highest demanded jobs recorded under Accommodation and food service activities industry

Job Category	Rank
Cooks	1
Waiters	2
Room Boy	3
Chefs	4
Front Office Officers	5
Stewards	6
Security Officers	7
Barman	8
Sales Executive	9
Hotel Manager	10

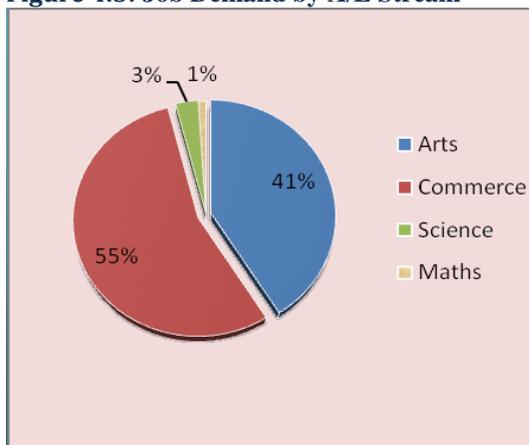
Source: Newspaper Survey in forth Quarter-2015

The Accommodation and food service activities industry is dominant in generating jobs according to the newspaper survey during the forth quarter of 2015. The top ten job categories recorded under the Accommodation and food service activities industry specified according the above table.

4.5: Labour Demand According to the Qualifications

4.5.1: Job Vacancy Distribution According to G.C.E Advanced Level Streams

Figure 4.5: Job Demand by A/L Stream



Source: Newspaper Survey in forth Quarter-2015

As illustrated by Figure 4.5 amongst the jobs available for the after A/Ls the highest labour demand is recorded for those who have done their G.C.E Advanced Level in Commerce stream and the second majority is demanded for Arts stream while the demand for Science and Maths stream school leavers (After A/L) are relatively low in same as third quarter.

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Source: Newspaper Survey in forth Quarter-2015

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Outgoing Personality	9
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*Source: Newspaper Survey in forth
Quarter-2015*

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Highlights

- ✚ Majority of (53%) vacancies recorded from the classified sector vacancies while 47% of vacancies recorded from the main advertisements.
- ✚ The recorded vacancies from October to December are in an increasing trend under the main advertisement of forth quarter.
- ✚ The highest number of vacancies recorded from Technicians and Associate Professionals category under the main advertisements.
- ✚ The highest number of vacancies recorded from Elementary occupations under the classified advertisements.
- ✚ Accommodation and food service activities, other service activities, Administrative Support Services are the dominant industries in generating jobs.
- ✚ National Diploma of Technology (NDT) is the top ranked highest demanded diploma qualification.
- ✚ English skill has become an essential requirement for most of the job vacancies in forth Quarter.
- ✚ Chartered Institute of Marketing (CIM) is the highest demanded professional Qualification.