

STEER

GUIDE FOR THE BETTERMENT

SEPTEMBER
EDITION
2021

*"The world
is a book and
those who do not
travel read only
one page"*

-Saint Augustine-

**LEAD
WITHOUT
TITLE**

SEPTEMBER

21: International Day of Peace

27: World Tourism Day

29: International Day of
Awareness of Food Loss and
Waste



Leo Lashika Viraja

“If you light a lamp for somebody, it will also brighten your path”

It is with a great pleasure that I pen a few lines to the September Edition of 'STEER', the official newsletter of the Leo Club of Sabaragamuwa University of Sri Lanka.

Leo movement entails a series of opportunities for the young personalities to develop their skills, share experiences as well as celebrate friendship and fellowship.

As Leos, we always represent the enthusiastic and energetic Global Youth. We, Sabra Leos always strive to do the best for the betterment of our university and society. I am very grateful to collaborate with such passionate souls who are willing to light-up a lamp for people who need brilliance.

I should civilly remind the flames lit by our past year leaders are now blazing.

Finally, I take this opportunity to invite our talented youth to join hands with Leo club for making a better society that leads to a better future.

Leo Lashika Viraja

Club Vice President (2021/22)

Leo Club of Sabaragamuwa University of Sri Lanka

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Joint Projects

We Sabra Leos were able to contribute to a remarkable project organized by the Leo Club of Athugapura, Leo Multiple District 306. The primary intention of this project was to organize a webinar focusing on especially motivating students who have been unfavorably affected as a consequence of this current pandemic situation. All the students had to get themselves adjusted to this online platform for continuing their studies but there are drawbacks associated with this platform as well. Hence, most of the students are demotivated by this prevailing situation not paying attention to their studies to a greater extent. By taking consideration into this current context, all the students require to have some motivation right now. Therefore, this project paved the way for opening up a space for them to be motivated for moving forward. Motivational speakers can assist to uplift the morale and energy level of students. They can change the way how people see things through inspiring to inculcate positive thoughts within the minds of people. Thus, by addressing this key objective, Prof. Wasana Maithree Herath, the youngest professor in Mass Communication in the country was invited as the resource person of this project to motivate our youngsters on how they could boost themselves by successfully encountering the obstacles which would come their way amidst this situation. She is currently attached to the Faculty of Management Studies, Uva Wellassa University and the admirable fact is that she was able to achieve one of her milestones of becoming a professor at a very young age which would be a significant motivation for students to reach their goals as well. This motivational session was conducted on 15th September 2021 at 6.00 p.m. onwards via zoom by particularly targeting individuals who are between 18-26. Prof. Wasana



Wasanthayata Perawadanak



Herath shared invaluable facts with the participants to be added to their lives in abundance. There was a substantial number of participants joined the session which demonstrated how successful this project was. It was a great pleasure for us also to be able to contribute to this joint project ultimately to make this event a successful one.

Sustania 21



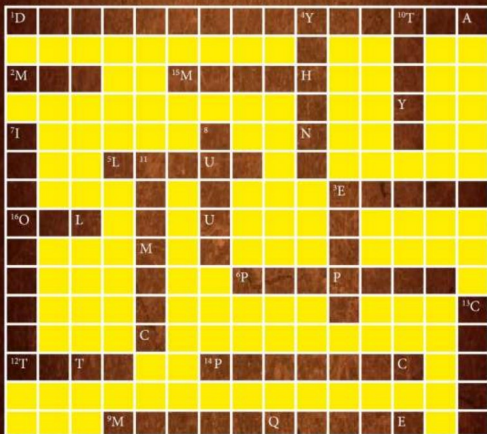
As SabraLeos we were able to join another remarkable project called “Sustania ‘21” which was organized as a joint project with the participation of 25 Leo clubs, under the Responsible Consumption & Waste Management, Public Relationships, and Research & Development project categories. The main objective of this project was to provide a basic understanding to the Leo and Non-Leo community about the Sustainable Development goals and the Key- Role one has to play to achieve a sustainable world. Professor Jim Garrison, Founder and President of Ubiquity University was the guest lecturer. As a responsible citizen and as a leader he worked hard in creating a better life for everyone and gave us the idea that as a Leo or even a NON- Leo, we too should make our future and the globe a better one. Since professor was overseas, a physical conference was out of the question and due to the Covid-19 pandemic, it was decided to be held virtually. So that the participants could join from the comfort of their own homes. As many Leos and Non-Leos joined us from all over Sri Lanka, this was the best measure that could be taken to indicate the success. The main resources that were needed were human resources to design and create content for the marketing of the project and that was duly filled through the engagement of Leos. Sustain 21 project commenced on 19th August 2021 at 7.30 p.m. via Zoom. As a whole, the conference was a great success with over 400+ participants.

CREATIVE MASS



-Leo Sajini Satharasingha-

Puzzle Joy



Across

- 1.---This person won Sri Lanka's first-ever gold medal in Paralympic Games history
- 2.---It has cities, but no houses. It has mountains, but no trees. It has water, but no fish. What is it?
- 3.---The bird which has most powerful vision in the world
- 5.---The featured flower for the Western province in Sri Lanka
- 6.---Preserved ancient Roman city in Campania, Italy
- 9.---Inventor of Radium
- 12.--- Largest automobile company in India
- 14.---The largest and deepest of the world ocean basins
- 15.--- Women's history month

Down

- 3.--- The rulers named Pharaoh belongs to
- 4.--- The newly appointed Indian cultural ambassador from Sri Lanka
- 7.---An adjective Which gives the meaning of inaccuracy
- 8.--- What English word retains the same pronunciation, even after you take away four of its five letters?
- 10.--- The largest city on a global level
- 11.---International sports festival
- 13.---Disease originated in Wuhan city of China
- 16.--- A nocturnal bird



Talk
with
Isuru

UDITHA DISSANAYAKE
PHOTOGRAPHY

As a new forum of the club magazine, from this edition onwards to encourage young entrepreneurs in our university and the community we are introducing this entrepreneurial article series to the viewers. As our first young entrepreneur, we are introducing Jayamini Dissanayake, who is a third-year undergraduate of the Sabaragamuwa University of Sri Lanka. She is the owner of a cake baking and decorative business, "Bakeo By Jenu" and also recently extended her business venture into a slightly different area of "Batik" related clothing industry by starting her new business with the name "Pata By Jenu", which were mainly operated in Virtual platform. As Ms. Jayamini has taken steps for a novel venture, we interviewed her to get an insight into her life as an entrepreneur, what it has been like working in the small business sector, and any advice she has for other budding young entrepreneurs.

How did you initially start the business and how did you get the idea to state your entrepreneurial business?

I started to be interested in starting a business in my school years but I didn't have a clear vision, skills, and adequate monetary facilities to start a business at that time. First I got to know about cake baking and decorating classes in my area, but when joining that class I had no idea, but the intention of joining that class is for my private requirements like to bake my birthday cake, my parents birthday cake, and so on. But I got a request from one of my cousins for a cake, then I started to think that this is good and this is a brilliant opportunity, that's how the initial idea had come, so I can say she is my very first customer. After that at the first stage, I just prepare cakes for my family members, cousins, and close friends not getting any profits I just bake. Then in the second stage, I thought about developing the business through promotional or marketing activities.

What are the resources you had to start your entrepreneurial journey or the business?

When I was initially starting my baking business I had nothing except for my oven at home. So I had to ask for money from my mom for the initial order and also I had to pay Rs.28, 000 for my baking course that was also provided by her so at first, I want to



earn that money. When I have money I paid back her and regularly collect some money and bought tools and other requirements for myself. Like that now I have all the tools I needed for my baking business and the Batik business. For the “Pata By Jenu” I had money from my “Bakeo By Jenu” business.

How did you manage your time to do all these things, like to have time for family, time for your business, and also if possible to have a “me time”?

When I talk about time, it's very important for entrepreneurs like us. Even now I have stopped taking orders due to my semester exams, likewise, as university undergraduates, we need to manage our time through our studies and business. And now we are at our homes but those days when I was at the university it was really hard to manage the time, mainly because of the distance between my university and home. Even though I'm not a very well successful entrepreneur currently I'm trying to be the best every day with the time I have in my hand.

What kind of greatest fears you had when starting your entrepreneurial business, how had you overcome them?

At the initial state just like every entrepreneur my greatest fear is whether my business will be successful or not, will I be able to earn the money that I'll be spending in my business if people don't my products. But my positivity helps me to overcome that fear because in my new business I had it so heavily unlike my baking business as I have to spend more money on materials, chemicals, etc. Now the main fear I have is will I be unable to supply regularly for the orders. I should mention that I have missed my orders sometimes because of assignments and activities related to my degree and lectures. Also sometimes I had missed my presentations and assignments due to unavoidable orders of my business. As entrepreneurs, we always have to be ready to take risks, so I determined I have to take the risks to be a successful entrepreneur



one day.

What is the main fact that motivates you to build and continue your business every day?

The main reason or a factor that motivates me to start and carry on my business activities is money as all other undergraduates. Because we all have the same problem, where when we have something to buy whether it's an item that we see online or for our studies. So I can say to fulfill my own needs and wants without relying on my parents because I started up my own business.

What are the major obstacles or challenges you had to face in the start-up process? How did you overcome those obstacles or challenges?

The major challenge for me is competitiveness because there is huge competition in the area of my baking business. As there are lots of people who do full-time baking unlike me and they have a steady flow of orders and supplies in virtual and physical platforms. And the other challenge is the lack of time as I have mentioned previously it takes around 4 hours of a journey from the university to my home.

Some days after a full day of lecturer I have to travel back home to do my orders and dispatch them on time it was not an easy task to manage time.

As per you what are the qualities of a good entrepreneur?

According to my point of view, a good entrepreneur is a person who concerns about the quality of the product they produce not only the profits they can earn.

How did you define success? How long do you think it takes you to find success?

We can define success in different ways or means. Someone can think success is earning more profits attracting more customers, but according to me, real success is finding their inner peace through things you are doing. Like when I bake a cake if by looking at it, I can be proud and be happy about my creation, then I can say I found my inner peace. I have that inner peace and I always had it so far through what I'm doing. And also I believe profit is not the success factor, if you provide a good quality product and then make your customers happy then that is the true success of your business, I think I have achieved that.

Knowing what you know now, is there anything you would have done differently when you were first starting up?

If I turn back and see I didn't have that kind of a feeling so far, I can say not yet. When I see the path or the journey I had come, I can say I'm happy about everything I had done and accomplished.

What is the uniqueness of your business?

The uniqueness of my businesses if I say is completely the quality of the goods I produce. I provide 100% quality products to my customers. Even when it comes to my baking business or clothing business I believe 100% quality is my uniqueness.

What kind of advice you can give to other budding entrepreneurs, who are at the start-up stage or currently building their business and for the undergraduates who are dreaming to become an entrepreneur and start their own business?

The advice I have to give them is "just start" from today, not tomorrow. It doesn't matter how long it will



take to become a good and successful entrepreneur. Even I'm not a 100% successful entrepreneur and I'm still trying my best to achieve my goals. So what I have to tell is never give up, just take the initiation and see where it takes you. Because if we try we all can be successful one day, as if we look at all the successful entrepreneurs, they started their businesses at zero and thrived to success through effort. Just don't be a negative thinker always try to be a positive thinker and say "Yes, I can do this".

You can reach Ms. Jayamini through her Facebook and Instagram accounts @bakeo_by_jenu & @pata_by_jenu.

STEER will be continuing for the Leostic year 2021/22 particularly addressing International Days that have been declared in the United Nations (UN) calendar. UN designates special days each with a topic in order to make aware on certain instances of such special days and actions on the issues. These special days offer many opportunities to organize activities related to a specific theme.

International Days Selected for the Month of September,

- September 21 : International Day of Peace
- September 27 : World Tourism Day
- September 29 : International Day of Awareness of Food Loss and Waste

Topics of the Articles for the Selected Days,

- Let Us Line Up for Peace
(සාමය උදෙසා පෙළඟැරෙමු)
- Equality towards a Peaceful World
(සාමකාමී ලොවක් උදෙසා සමානාත්මතාව)
- Tourism and Jobs - A Better Future for All
(සංචාරක කර්මාන්තය හා හැකියා අවස්ථා)
- Taking Traditional Arts to Globe through Tourism
(සංචාරක කර්මාන්තය තුළින් සාම්ප්‍රදායික ජෛවීය කලාවන් ජාත්‍යන්තරයට ගෙන යාම)
- Stop Food Loss and Waste. For the People. For the Planet
(අහඹු නාස්තිය අවම කරමු)



Let Us Line Up for Peace



If people can resolve their conflicts without violence and working together to improve their quality of life, there is a feeling of peace. As well as in the global context peace can be seen as living harmoniously with each other. In the real sense of the word, peace can calm us, increase the freedom of us or allow us to think out of the box.

World peace is not limited to one particular area. It contributes to every single activity of a country. If people think peacefully, it makes a country peaceful and finally it affects world peace as a whole. The World Health Organization (WHO) is an important conglomerate and they said that health and peace were interrelated. It means there cannot be health without peace, and there cannot be peace without health. The outbreak of COVID-19 is a trigger or an aggravating factor

in health emergencies or their response to conflicts.

World peace can be achieved by having international bodies that will ensure that every nation upholds world peace and also by raising awareness of the importance of world peace and by sharing the country's wealth equally and so on.

In a conclusion, world peace is vital to the growth and prosperity of the entire global community and with world peace, we will be able to achieve greater social cohesion and interaction for the benefit of all.

-Leo Gimhani Perera-

දැකී ගිය වතුපසත්වය

දරදුටු හිත් ඇති විනිසුන්
අවිද්‍යා ගිහි තබන
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- Leo DMA Sandamali -



...Equality towards a Peaceful World...

*"I breathe through two ways; Taking and Leaving...
We all breathe through two ways; Taking and Leaving..."*

*We were all born in this world just with nothing; someday, we all will leave this
world just with nothing.*

*All the things we gained, all the things we earned throughout our life journey will
give up and we have to leave this entire world, just with nothing.*

*Nothing is decided before things happen. Our race, our religion, our gender,
our appearance or nothing was decided by anyone to disrespect or disregard
someone.*

*We are not rich, we are not poor, there no one is perfect or imperfect, fair or dark;
but remember, all of us are 'Humans.'*

*We all have the same rights to talk, to behave, to live and to die. We all have wings
to fly, to the end of the sky, to find our peace to live.*

*The end of the sky is not a place where there's no noise, trouble or hard work.
But it is a place where we can breathe calmly and freely without any fear of being
judged.*

*I just rise for peace, for equality. You all can rise with me, for peace, for equality.
And remember, through us, the entire universe will rise for peace, for equality...*

*Let's get a start, let's spread love, let's make the peaceful world that we always
dreamt of.*

Violence will never stop us! .

-Leo Kavindi Dilsarani-
Assistant Director in Media

Tourism and Jobs in Sri Lanka

A Better Future for All

Sri Lanka is a fascinating country with glamorous beaches with crystal clear water around the country and, on the other hand, this is a biodiversity hot spot having marvelous seven world heritage sites with elegant mountain sites in the middle of the country, mind-blowing climate and weather, enrich with cultural and traditional history. Without having any shortcomings this is one of the best destinations in the world.



The tourism industry is the third-largest foreign exchange earner in the country. When working in the hospitality industry, it is little bit difficult than working in other industries because hospitality is a service sector that mostly engages with people rather than anything else. Therefore, working in that kind of an industry is a challenging task for employees and they must be experts and are required to be qualified.

Most importantly, a person who is interested in working tourism and hospitality industry should have to make their mind settings positively. For that, all the myths and negative

perceptions about the industry should be eliminated from their minds. There are several myths like industry affects negatively on society, culture and environment, no security for women employees, not lucrative, enrouble and healthy, effects on family life adversely which are created by people who have never experienced a single day in hospitality career. More than other skills, human skills are indeed important for the tourism sector employers to survive in the tourism industry. Empathy, curtesy, friendliness are the most important when an employee works with the guest. Other than human skills, they must develop their



technological, communicational, social, leadership and interpersonal, informational skills to survive. And there should be a maintenance of good personality with personal hygiene.

To work and be successful in the industry, a person should have a positive perception and positive prospect about the future of the tourism and hospitality industry. Due to the prevailing covid -19 global pandemic situation, the Sri Lankan hospitality industry is also in a perfect storm. However, the bubble tourism concept has given a fine line for exceeding the barriers and pushing back to the track and starting with hope with the tourism industry by providing a safe secure environment to tourists. Anyhow, after the vaccination process in the whole country, the government hopes to re-open the country for tourists all around the world while following the covid 19 new normal restrictions. It is a good sign for all the tourism industry stakeholders specially for tourism entrepreneurs.

Many investors all around the world are keeping their eyes on Sri Lanka and are enthusiastic to invest in the port city since it will open the golden gate for bringing a luxuries hospitality industry to Sri Lanka and bringing a bunch of job opportunities not only for Sri Lankans but also for the global hospitality industry. So, no need to worry about the future job security of the Sri Lankan hospitality industry jobs and it will make a better future for Sri Lankan economy too.

-Leo Isuri Ilangakoon-
Director in Member Relations



TOURISM AND JOBS - A BETTER FUTURE FOR ALL

"Travel makes one modest. You see what a tiny place you occupy in the world"

- Gustave Flaubert-

Tourism refers to people traveling to and staying in places outside of their typical surroundings for less than a year aimed at leisure, business or other reasons. Sri Lanka which is designated as 'the Pearl of the Indian Ocean' is the world's best tourist-attracting country due to its natural beauty, biodiversity and cultural richness. Therefore, thousands of tourists visit Sri Lanka every year and many job opportunities have been built up catering to the tourism sector.

As per the data of the annual report of Central Bank 2019, the tourism industry has contributed 12.6% of the GDP of Sri Lanka and growing at an average rate of 4.28%. Also, a high labor employment rate can be seen in the tourism sector which contributes to the employment in the service sector of the 47.1% of total employment in Sri Lanka according to the data from the Department of Census and Statistics reports, 2019. The tourism industry requires manpower in every stage of its functioning which shows a high labor intensity including flights, food and beverages, accommodation, transportation, and many other related sectors. Hence, employment opportunities are created around hotels, restaurants, accommodation facilitating places, travel agencies and various tourist visiting places. Further, as many tourists are interested in visiting numerous unique traveling



destinations with cultural identities and bio-diversities in rural areas, a bunch of opportunities has arisen in these areas increasing the employment of people. With this scenario, the infrastructure facilities of the rural areas have been developing while paving the way for plummeting urbanization. Thus, the people get chances to take benefits of their skills like doing various handicrafts, cooking special meals prevalent to the area and selling those to the tourists. As well as, they can gain income through showing streets dramas, dances and doing many other

activities which attract tourists and make them happy. Additionally, various educational institutes are started focusing on the tourism industry such as language courses, hotel schools and institutes providing various diplomas or degrees. Especially, this tends to increase the entrepreneurs and women's employment in rural areas while uplifting their income, level of education and overall standards of living. Moreover, tourism contributes to attracting foreign investors who identify high-income



prospects in the country which helps to generate another pool of employment within the country. With tourism, the country is being able to get the latest technology which paves the way for the development of all the sectors. Besides, some people travel to do a job which again produces employment openings within the country. Employment in the health sectors like hospitals, ayurvedic spas, and various production companies are formed focusing on the tourism and exports.

The tourism sector has its challenges too especially with the prevailing situation of the country due to the Covid-19 pandemic. As the country undergoes numerous lockdown situations and unpredictable health conditions, the government has established numerous rules and regulations regarding emigration and immigration including restricted air flights, a quarantine period of 14 days for every traveler, travelers should have been injected corona vaccines, etc. Due to this, the tourism sector has been severely affected and losing its benefits. Therefore, unemployment in this sector has extremely risen and the economy is badly exaggerated. Further, apart from this hazardous situation tourism sector faces challenges like fewer infrastructure facilities, safety and security concerns, less skilled employees (practical skills), etc.

In conclusion, tourism has provided a huge platform for plentiful job opportunities not only limited to the tourism industry but also for every other sector of the country including education, health, infrastructure, etc. With the prevailing situation, the government has to take steps to uplift the tourism sector and regenerate employment which renders a great involvement to the country's economy. Further, the aims of tourism should be aligned with the sustainable development goals that will create a better future for all.

Leo Tharushi Gunaratne

Taking Traditional Arts to Globe through Tourism



Asian, Oceania, and African countries are hugely involved with the tourism industry in the last few decades. Tourism generates considerable income and good contribution for employment level of those countries as well. We cannot forget these countries had a gift from the god that is most reliable for tourism. The 'Culture' and 'Nature'. Most nations who are involved with the tourism industry such as Polynesian islands- Hawaii, Tahiti, and island nations such as Sri-Lanka, Madagascar promote their radiant cultural uniqueness to promote their national tourism to the world. Tahiti tourism authorities annually organize opportunities and promote bora-bora music which is the folk music of indigenous people who lived in Polynesian islands, in their tourism campaigns. They provide a platform to develop folk music and create a chance to have income for indigenous people to continue their amazing music further as well.





Sri Lanka also follows some methods to promote our traditional arts across the world through tourism. 'Batik' is a popular Sri Lankan textile art. Government campaigns such as 'So Sri-Lanka' promote that unique 'Batik' arts to the globe. Government retail shops such as "Salusala" introduce unique Sri-Lankan Batik fashion to the tourists who are arriving in the country as well as they introduce Batik textiles to international exhibitions such as the "Beijing Expo" exhibition. Japan is a country that uniquely promotes its culture and art. They create Japanese festivals and carnivals all around the world. You can watch Japanese "Kabuki" dramas without going to Japan. Because nowadays Japanese authorities promote their ancient dramas such as "Kabuki" in specific places. You can easily watch these dramas and have an elegant Japanese food experience. Even you can eat tempura or sashimi in some locations such as New York. That is how they promote their culture in tourism.

Ladies love to wear silk clothes. China is the world's largest silk producer in the world. They have ancient silk weaving techniques that come from generation to generation until modern days. Chinese tourism authorities use this weaving arts process to attract tourists and promote their silk weaving industry to the world.

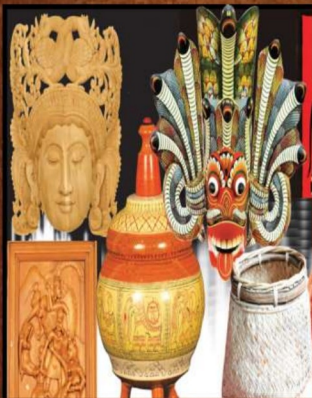
Anyway in the modern days most of the countries are trying to promote their traditional stuff in global markets relating with the tourism to promote their traditional businesses as well as arts. This may be good for the people who are doing traditional arts as their career; because they may have income. This step also helps to ensure traditional arts across the globe as well.

-Leo Rohith Thambawita-



Taking Sri Lankan Arts and Crafts to the World through Tourism

Tourism can be identified as a temporary movement of people to destinations outside of their usual places and their activities during their stay at each destination. There are different types of tourism around the globe like Heritage tourism, MICE tourism, Art tourism, Doom tourism, Birth tourism, Spice tourism, Slum tourism, and Dark tourism, and so on. Art always blends with the tourism industry and it creates Art tourism. Traditional art is influenced by culture, family, ethnicity and it is passed from generation to generation with skills and knowledge. Through tourism, we promote our destinations to tourists around the globe and it is important to understand the crucial role that art plays in the process of attracting tourists to such destinations. Sri Lanka has a proud heritage of arts and crafts which amazed tourists all around the world. Sri Lankan traditional crafts include mask making, handloom, wood carving, mat weaving, drum making, pottery, jewellery making, batik, beeralu lace, and so on. Furthermore, our traditional dance styles (Kandyan, Sabaragamuwa, Ruhunu) have stolen the hearts of tourists from every nook and corner of the world.



Ambalangoda is the heart of the mask-making industry and there are around 18 masks carved to represent the ancient act of 18 Sanni. The textile and garment industry has been recognized as one of the leading revenue generators in Sri Lanka where exporting of handloom and batik textiles plays a vital part in that process. Moreover, Sri Lanka is well-reputed for jewellery making, especially with the endemic and rare gems found in Sabaragamuwa province. Also, tourists could experience the fascinating lace-making industry in major areas like Hambantota, Weligama, Galle, and Matara. Hikkaduwa is another



famous attraction that produces Sri Lankan drums by using wood from Jack trees and animal hide. And also one of the oldest and still popular craftworks in Sri Lanka is pottery making which includes clay pots, terracotta figures and other utensils by using Sakaporuwa and Molagoda area is famous for this industry. Wood carving is another important traditional industry in Sri Lanka that makes sculptures, ornaments, lacquer products, toys and other carvings that gain the attraction of tourists and Moratuwa is the core of this industry. These unique, valuable traditional arts can be taken to the world to display our cultural values and tourism has the potential to pave the way for such. Sigiriya is one of the famous cultural heritage sites in Sri Lanka and UNESCO listed it as a world heritage site because of its cultural value. Because of tourism Sri Lanka has been able to open its doors for the world and let tourists visit Sigiriya and bring memories back to their home countries. Kandy Esala



Perahera is one of the grandest festivals held in July or August featuring traditional dances (Kandy, Sabaragamuwa, Ruhunu), jugglers, musicians, elephants and fire breathers which attract thousands of tourists around the world. Even though December – April is the best season to visit the country, tourists adjust their schedules to participate and witness this glamorous art festival. Tourists visit many cultural destinations in Sri Lanka such as Hikkaduwa, Anuradhapura, Ambalangoda, Kandy, Galle, Dambulla, Polonnaruwa etc. to know about Sri Lankan culture and feel the authenticity. In such places, tourists take pictures, do vlogs, purchase souvenirs and share their experience on social media and spread the word of mouth regarding the beauty and value of our country once they return to their home countries. Tourism plays a major role in economic growth as well as it helps to bring Sri Lankan identity to the world itself by opening up and sharing our own traditional arts and crafts on the world stage.

Leo Thathsarani Wijesundara



Taking Traditional Arts to Globe through Tourism

"The idea of congregate Tourism Industry and Cultural Entrepreneurship to gain a sustainable competitive advantage to win the global market."

Culture is the blood that makes uniqueness and creates a value of every nation and every country. Traditional arts are one of the aspects of culture that helps to enrich cultural entrepreneurship. It is accompanied by beliefs, religion, and ethics of a nation, give a tremendous contribution to creating sustainable competitive advantage by fascinating an entrepreneurial lifestyle for people in a country. The tourism industry lies in Geographical locations, and endemic species of animals and plants of a country is the profitable strategy followed by almost all countries to attract and retain the global market. Moreover, to gain the competitive advantage by giving extensive experience for tourists. Sri Lanka has possessed a long and rich artistic tradition and aesthetic heritage of mind-blowing nature.

Sri Lankan arts consist of dance, music, paintings, sculpture, and architecture. Kandyan dance, Sabaragamuwa dance, Low country dance are the forms of Sri Lankan dance. Ancient people refer to dance for safety purposes from natural disasters and illnesses and as a method for the privilege the nature. We can get the assistant of dance and music to relax the mind. Handicrafts comprise Masks, Pottery, Batiks, Brassware and Castings, Wood carving, Lacquer works, Handloom textiles, Reed and Rush ware, Mat weaving, Lacemaking, and so on. We can use these items as space decorators for businesses and homes. Raw materials and the production process of handicrafts are eco-friendly. And styles and passion of handicrafts are indigenous to the Sri Lankan culture. Hence, we can rearrange and develop them by adding value as innovations to catch the global eye.

According to Perera (2018), developing entrepreneurial culture is the best strategy Sri Lanka should comply with to maintain the middle-income level and go to the higher level since Sri Lanka is the only South Asian country still maintaining an entrepreneurial culture. And it is patronage



to obtain the competitive advantage. Fernando (2017) has indicated that the tourism sector of Sri Lanka has abilities and opportunities to generate foreign exchange, eliminate poverty through facilitating employment opportunities, augmentation the economic growth, and boost the living standards of people in Sri Lanka. Thus, we can evolve a new era of the tourism industry by exposing traditional arts or cultural entrepreneurs through tourism to attract tourists and foreign investors.

Today with rapid globalization, people are busy planning and developing their careers. As a result, people tended to find ways to spend time with loved ones and relax their minds. Due to that, it creates opportunities for events that can give unmatched experiences for people to cure their stress and any other psychological or physiological diseases. Nature and Arts are the legends who can make happening such events. Innovation and Sustainable development, meeting the present needs of consumers and businesses without harming the ability of future generations to meet their needs, are the keys of globalization. The emergence of technology and resource scarcity are the major causes of that. Therefore, Traditional arts granted by our antecessors can be explored and recreate as innovative resources without harming the core system to earn foreign exchange by attracting foreign investors.

How can we take traditional arts to the globe through the tourism industry to attract foreign exchange?

- Facilitate planning and organizing cultural events such as organizing seasonal cultural exhibitions, establishing shopping malls nearby tourists locations.
- Strengthen promotional facilities.
- Strengthen financial infrastructure facilities.
- Strengthen education system and consulting facilities to encourage entrepreneurs, educate people about entrepreneurship, and train entrepreneurs to reach the global market.
- Conduct an awareness program for tourists to get a better understanding of why they should like our products.



Sri Lanka, as a developing country, encouraging cultural entrepreneurship is the owlish strategy to confronted rapid globalization and setting up a stable market in foreign trade. Since the tourism industry is the prime motive of earning foreign exchange, it is the easiest and most suitable way to promotes and serves our traditional arts for the foreign market. Thus it is the responsibility of every citizen and government to give nepotism to build an entrepreneurial culture in Sri Lanka.

- Leo Chamudini Jayarathne -



“Throwing
away food is
like stealing
from the table
of those who
are poor and
hungry”

Today, we live in a fast-moving world, but some 690 million people go to bed hungry every night. This is unacceptable truth. Due to the Covid-19 pandemic, we have witnessed that considerable quantities of food are lost and wasted across the supply chain and at the consumer level. If we try to work together to change our behaviors, we can make a difference in reducing food loss and waste. So, we need to be aware of the importance of the issue of food loss and waste now more than ever to resolve it.

The Food and Agriculture Organization (FAO) of the United Nations (UN) defines food loss and waste as the decrease in quantity or quality of food along the food supply chain. Further, we can identify two main kinds of wasted food. They are food loss and food waste. Simply, food loss contains any edible food that goes uneaten at any state. And, Food waste is defined as per the US Department of Agriculture's (USDA) Economic Research Service (ERS), "Food discarded by retailers

due to color or appearance and plate waste by consumers”.

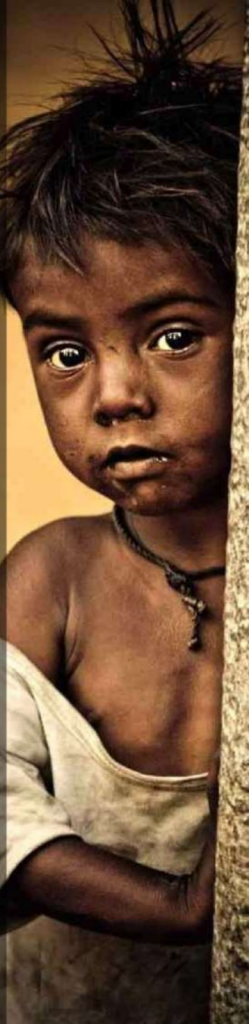
There are many reasons behind food loss and waste. Such as processing problems, climate changes, overproduction, and unstable markets cause food loss long before it arrives in a grocery store, while overbuying, poor planning and confusion over labels and safety contribute to food waste at stores and in homes. Present Researchers told that at least half of solid waste in Sri Lanka is food waste. Moreover, recent studies found that in Sri Lanka, over 40 percent of food waste comes from restaurants, markets, and meat shops. Consequently, food loss and waste not only impact the availability of food but also has a negative environmental impact as well as impacts on our natural resources base. Every human being in this world has the responsibility to contribute to reducing food loss and waste.

The main effect of food waste is greenhouse gas emission. This is because degraded food releases carbon dioxide and methane into the atmosphere and rapidly monitor climate change. On the other hand, if we consider the economy, food waste is a loss as well. For example, most companies spend money to produce food, but the result is throwing it away without recovering an income. In Sri Lanka, one study investigated that a supermarket would lose around Rs. 216,000 to food waste every month. Some countries collect waste and dump it in landfills. Then landfills pollute the air and surrounding neighborhoods.

Fortunately, we have some strategies to reduce food loss and waste. There is a great saying, some methods cut loss “Close to the farm”, while others reduce waste “Close to the fork.” To reducing food loss close to the farm. If we can use low-cost improved storage methods and properly redistribute food, definitely we can reduce food loss. Similarly, reducing food waste close to the fork. We can work towards achieving this goal by using better food date labels, reducing portion sizes, and launching consumer awareness campaigns.

In short, reducing food lost or wasted means more food for all, less greenhouse gas emissions, low pressure on the environment, and increased productivity and economic growth. Ultimately, food loss and waste become a huge challenge in today's world. So, Let's take a step to fight against food loss and waste for the people. For the planet! !

-Leo Kaveesha Peiris-
Chief Coordinator





Muweena Silva

**Stop food loss and
waste.
For the people.
For the planet.**

Thousands of children are suffering from hunger. They don't have anything to eat or drink. They are always praying for god to have some foods to fulfill their hunger. Some people are staying days without foods and some are dying. So be kind enough to STOP wasting foods for people and for the planet.

-Leo Muweena Silva-

EDITORIAL NOTE

Leo Shashini Bulumulla
Chief Editor



We are proud to present the second edition of the club newsletter "STEER 2021/22". As the Chief Editor, it's an honor for me to express my thoughts as words. We have started a new journey with enthusiastic souls who never put their steps back. Every day as a team we identified how little we know and how little we can, But the second edition has proven that we discourage our weakness, we learn new things day by day. I'm over the moon about the dedication of team members because I never expect this kind of tremendous support from them. By learning what are our mistakes we are able to develop our skills with the advice, support and guidance of others.

As we promised last time, this edition of our newsletter will be filled with articles of particularly selected dates falling in the relevant month in the United Nations (UN) calendar. This is a valuable opportunity for club members to show their talents and improve their skills. Last but not least, I take this as an opportunity to express my gratitude to all the parties who are not mentioned by name but dedicated to make STEER a reality. Enjoy reading. Your comments and suggestions will be highly appreciated.

Thank You!

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