

PERSPECTIVES FROM THE INDUSTRY

# NSBM GLOBAL GRADUATES TO BENEFIT THE INDUSTRY



**MR. SAMITHA NAGASINGHE,  
GENERAL MANAGER - OMOBIO (PVT) LTD**

*Omobio (Pvt) Ltd, focus on developing and maintaining applications and platforms in Signaling Number 7 (SS7), Sigtran, Voice over IP (VoIP), Messaging, Audio and Video. Our solutions are based on SS7/Sigtran solutions, Voice/Video based solutions, OSS/BSS solutions, Mobile applications, Mobile Gaming Solutions, Customer care applications and many other applications and solutions to match the clients' ideas and expectations. As a recognized leader in the market, we maintain a customer focused organization that provides a one stop total solution based on our `ideas` to enrich the telecommunication domain in the globe. With our dynamic team keeping up with the exponential growth of the market share locally and internationally, we are the first choice of the local telecom operators for innovative solutions. With over 100 years of industry experience, we are recognized in the industry as a total talent rich solution provider.*

**What is your perception of NSBM in the Sri Lankan higher education arena?**

In Sri Lanka, a small yet, rising, and young population is making the maximum use of the higher education facilities, while rapidly changing demands of the domestic job market are outpacing university reforms.

Currently, about 125,000 students pass the GCE A-Level examination, out of which around

25,000 enter State Universities, annually leaving the balance with three choices: (1) get admission to a foreign university at a huge cost, (2) get admission to a Sri Lankan private university or Institute at a moderate cost, or (3) join the unskilled workforce.

Sri Lanka has 15 national universities and a considerable number of private universities and institutes offering degree programs. The students who enroll themselves into private universities or institutes which

are sub-standard or have no affiliation to any reputed university are at risk. But, NSBM offers degree programs which are approved by the University Grants Commission or from well reputed foreign universities. Thus, the students who enroll at NSBM are confident that they shall face no risks when entering the industry.

If a student selects a foreign university for their higher education, studying outside the country is not only expensive but also carries an element of risk -



the culture shock. But NSBM has given them the option of studying the desired subjects with the advantage of living with their families and acquaintances in a familiar environment.

### How impactful has NSBM been in creating the best for this country's current requirement?

NSBM offers time-demanded study courses for aspiring students. It is far ahead of the Sri Lankan state universities in terms of using modern technology in education and other extra-curricular facilities available to the students. NSBM's curricula is updated using western methods and are revised regularly and promptly, providing the students with the skills required by the job markets which sharpens their fighting edge in the competition of employment.

As an industry giant what are your industry's expectations from our NSBM graduates?

Many business leaders graduated knowing one discipline well with

some skills to use their knowledge. They typically worked for a business that gave on-the-job training. Over time, they took a further qualification to broaden their skills for management roles. The MBA, for example, has been developed for that very purpose.

Today, it's different. Businesses have neither the time nor the budget to train graduates. They face cost and price competition and want to hire experienced workers. At the other end, big businesses hire fewer fresh graduates. Graduates need experience collaborating in multi-disciplinary, cross-cultural teams to solve complex problems, using significant amounts of information and data. Communication and technology skills are essential. Moreover, graduates need a clear idea of their career purpose. They need mental and practical tools for fast-changing careers in the current industry. They need tools and practice to create and run the small businesses that drive country's economic growth.

As a known personality for leadership and self-motivation

*Your motives comprise the emotional core of your individuality. What you desire — and what you do not desire — defines who you are in a unique and deeply personal manner. When you do activities that match your true motives, your journey will be compelling and satisfying. But if you misjudge or ignore your motives, your progress will be slow and dreary, or you may abandon the road altogether*

what do you have to tell to the students of NSBM?

Your motives comprise the emotional core of your individuality. What you desire — and what you do not desire — defines who you are in a unique and deeply personal manner. When you do activities that match your true motives, your journey will be compelling and satisfying. But if you misjudge or ignore your motives, your progress will be slow and dreary, or you may abandon the road altogether.