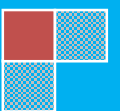


2015

**LABOUR DEMAND SURVEY
BI-ANNUAL REPORT
2015**

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



LABOUR DEMAND SURVEY

BI-ANNUAL REPORT-2015

First Quarter and Second Quarter Report – 2015

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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 bi-annual report including first quarter and second 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.

Our appreciation goes to Ms. Oshani Diyunuge, Assistant Director of Labour Market Information Unit for her supervision and contribution to finalize this quarterly report.

In addition our appreciation is also going to Computer Trainees, Ms. G.I.Kandanaarachchi and Ms. M.P.R.Fernando for entering data to the computer.

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 First Quarter

1. Introduction

News paper 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.

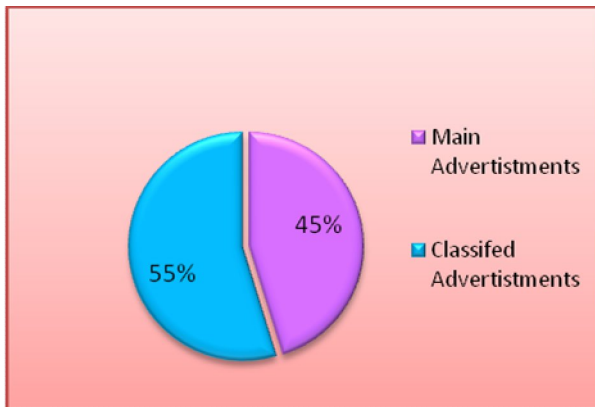
This labour demand analysis has been done based on the data gathered by the newspaper advertisement survey conducted by the Labour Market Information Unit(LMIU).Accordingly the vacancies advertised in “Silumina” and “Sunday Observer”, the two highly circulated weekend newspapers and the Sri Lanka Gazette were taken in to consideration. The considered time period was January 01 to March 30 in year 2015 for the first quarter and April 01 to 30 June 2015 for the second 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 First Quarter

1.1. Vacancy distribution by Main and Classified type advertisements

Figure 1.1: The distribution of the advertised vacancies according to the advertisement category



Source: Newspaper Survey in First Quarter-2015

According to the Figure 2.1 it has been shown that 55 percent of the total vacancies are recorded by the classified type advertisements while the remaining 45 percent is represented by the main advertisements. Accordingly the number of classified vacancies exceeds the number of main vacancy advertisements. In most of the times classified advertisements are related with part-time, contract based or casual employments while the main

advertisements are based on the permanent employments.



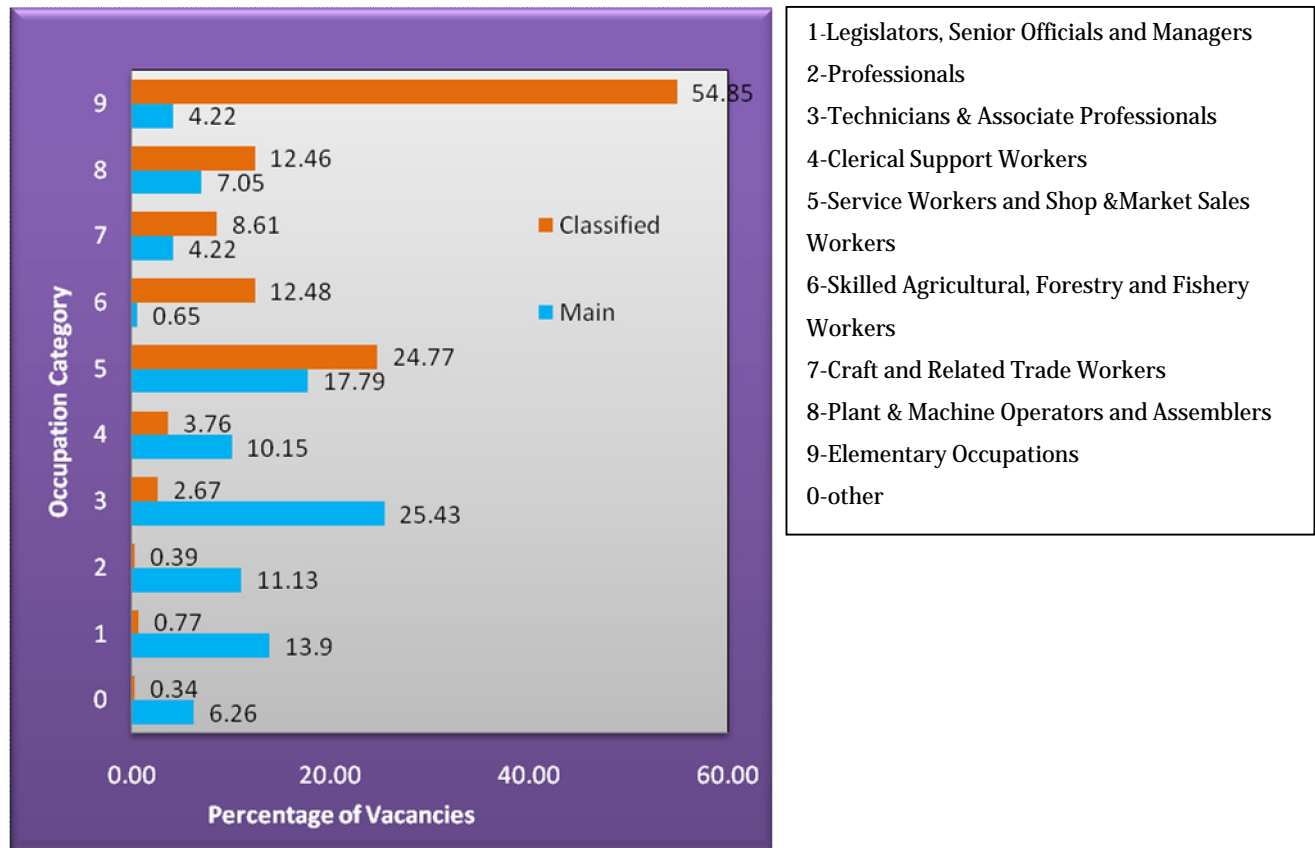
Figure 1.2: Number of Vacancies by Month (Both Main & Classified)

Source: Newspaper Survey in First Quarter-2015

Figure 1.1.2 denoted that the vacancies are in declining trend during the first quarter (January – March) in 2015. The highest number of vacancies from both main and classified advertisements were recorded in the month of January and it has been gradually decreased by March.

1.2: Labour Demand for each Occupation Category (ISCO)

Figure 1.3: Job Vacancy Distribution by Occupation Category



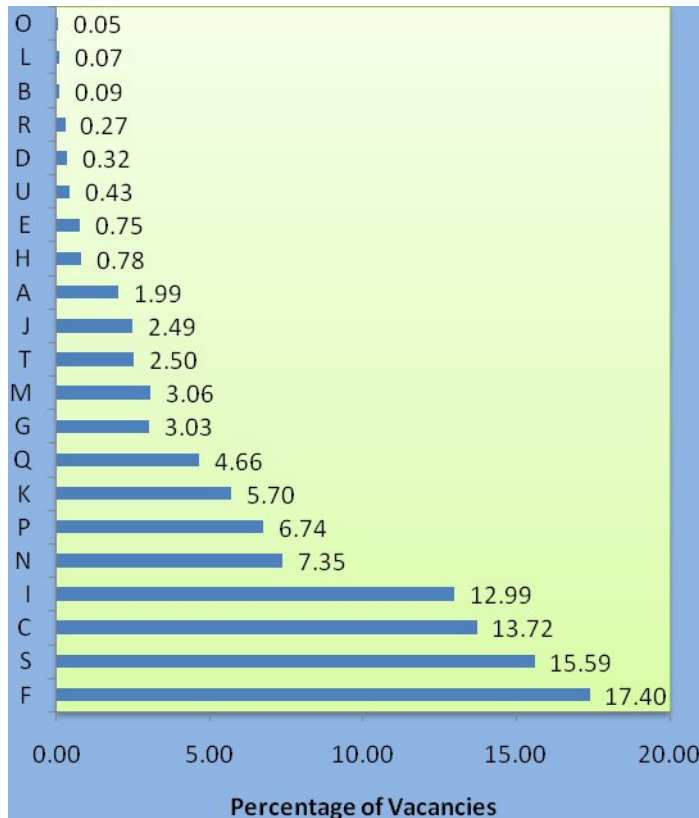
Source: Newspaper Survey in First Quarter-2015

According to the figure 1.1.3, the highest number of vacancies published under main advertisement category has recorded for Technicians and Associate Professionals. The second highest demand is for Service Workers and Shop & Market Sales Workers. The demand for Legislators, Senior Officials and Managers 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.

1.3: Labour Demand in each Industrial Category (ISIC)

Figure 1.4: 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

Source: Newspaper Survey in First Quarter-2015

As shown by Figure 4.1, the highest number of vacancies is advertised for the employments in the construction industry. The industrial categories of Other Service Activities, Manufacturing & Accommodation and Food Service Activities also have prominently reported large numbers of job vacancies during the first quarter.

In comparison to the industry wise labour demand in last year the contribution of “Other Service Activities” is increased significantly while the labour demand in Accommodation and Food Service Activities has slightly declined relative to the other industries.

1.4: Skills Demand

Table 1.1: Top ten highest demanded Jobs recorded under construction industry

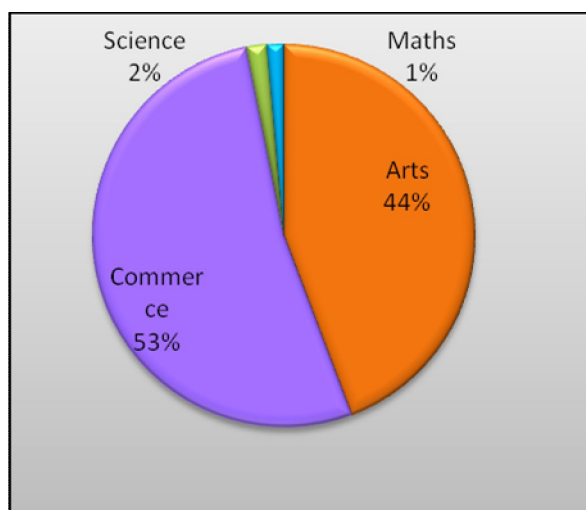
Job Category	Rank
Civil Engineers	1
Quantity Surveyors	2
Construction Supervisors	3
Site Managers	4
Draftsmen	5
Plumbers	6
Machine Operators (Construction)	7
Office Clerks	8
Drivers	9
Accounts Assistants	10

The construction industry is dominant in generating jobs according to the newspaper survey during the first quarter of 2015. The top ten job categories recorded under the construction industry specified according the above table.

1.5: Labour Demand According to the Qualifications

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

Figure 1.5: Job Demand by A/L Stream



Source: Newspaper Survey in First Quarter-2015

As illustrated by Figure 5.1 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. The second majority is demanded for Arts stream while the demand for Science and Maths stream school leavers(After A/L) are relatively low.

The table 5.2.1 shows that the top ranked highest demanded diploma qualifications based on newspaper data.

1.5.3: The Highly Demanded Diploma and Certificate Courses

Table 1.2: 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 First Quarter-2015

1.5.2: The Highly Demanded Professional Qualifications

Table 1.3: 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 First Quarter-2015

Based on the newspaper survey, the Table 5.2.1 shows that the highest demanded professional qualifications which are required from the candidates other than the educational qualifications.

1.6: The Highly Demanded Soft Skills

Table 1.4: 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 First Quarter-2015

Based on newspaper survey, the table 1.1.2 reveals that the top ten highest demanded skills possessed by the vacancies. English language skill,

communication skill and IT skill are recognized as high demanded skills in the job market.

1.7: Labour Demand in Public Sector

Table 1.5: Vacancy Demand in Government Sector- Based on Government Gazette

Job Code	Job Category	%
1112	Senior Government Officials	36.4
2611	Legal Professionals	6.8
3522	Telecommunication Engineering Technicians	4.5
2513	Web and Multimedia Developers	4.5
7126	Plumbers	4.5
5412	Police Officers	4.5
2359	Teaching Professionals	4.5
3314	Statistical, Mathematical and Actuarial Associate Professionals	2.3
5415	Home Guards	2.3
2353	Other Language Teachers	2.3
3114	Electronic Engineering Technicians	2.3
2523	Computer Network Professionals	2.3
2511	Software and Applications Developers and Analysts	2.3
1412	Restaurant Managers	2.3
3115	Mechanical Engineering Technicians	2.3
2211	Health Professionals	2.3
2652	Mucians, Singers and Composers	2.3
5413	Prison Guards	2.3
2411	Finance Professionals	2.3
3111	Chemical and Physical Science Technicians	2.3
3112	Civil Engineering Technicians	2.3

Source: Government Gazette in Sri Lanka, First Quarter-2015

The government sector vacancies are collected through government official gazette which published on weekly based. The table 1.1.4 illustrates that the vacancy distribution among the government jobs and it is highlighted that there was a high demand for senior government officials during the first quarter in 2015.

Highlights

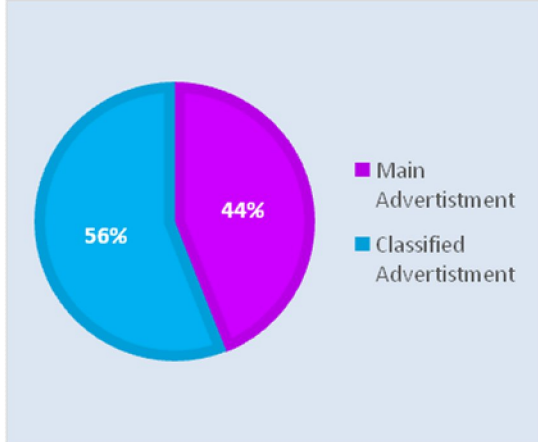
- ✚ Majority of (55%) vacancies recorded from the classified sector vacancies while 45 % of vacancies recorded from the main advertisements
- ✚ The highest number of vacancies were advertised at the beginning of the year and that amount has been gradually decreased by the end of the first quarter.
- ✚ The highest number of vacancies recorded from craft and related occupation category (25.43%) under the main advertisements
- ✚ The highest number of vacancies (54%) recorded from Elementary occupations under the classified advertisements
- ✚ Construction, Other Service Activities, Manufacturing , Accommodation and food service activities(restaurant) are the dominant industries in generating jobs
- ✚ Out of the total number of vacancies available for school leavers after G.C.E A/L 53 percent of vacancies demanded commerce stream qualification while 44 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
- ✚ Chartered Institute of Marketing (CIM) is the highest demanded professional Qualification
- ✚ Under the government sector vacancy demand there is a high demand for senior government officials

Section Two
Labour Demand in Second Quarter

Labour Demand in Second Quarter

2.1: Vacancy Distribution by Main and Classified Advertisements

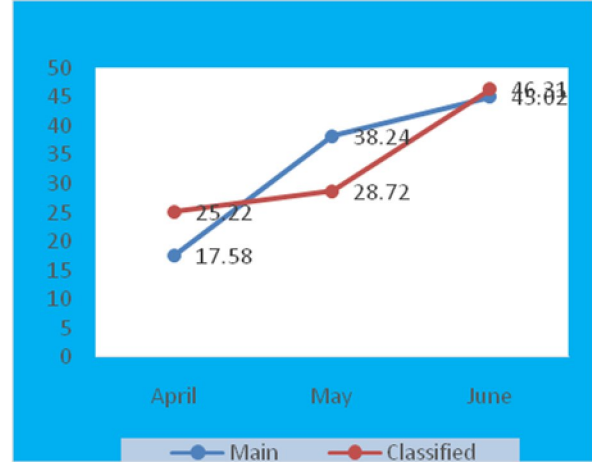
Figure 2.1: The distribution of the advertised vacancies according to the advertisement category



Source: Newspaper Survey in second Quarter-2015

According to the Figure 2.1 it has been shown that 44 percent of the total vacancies are recorded by the classified type advertisements while the remaining 56 percent is represented by the main advertisements. Accordingly the number of main vacancies exceeds the number of classified vacancy advertisements. This scenario is differing from the first quarter vacancy distribution.

Figure 2.2: Number of Vacancies by Month (Both Main & Classified)

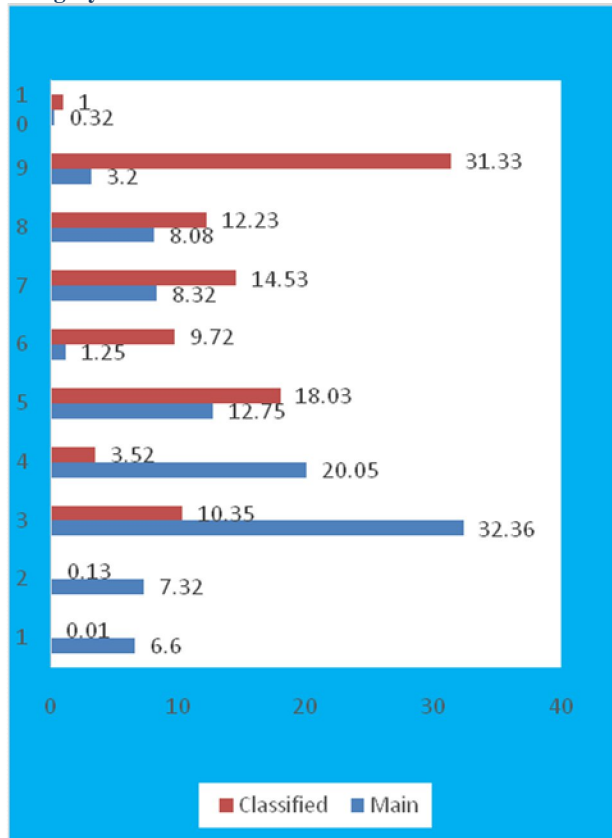


Source: Newspaper Survey in second Quarter-2015

Figure 2.2 denoted that the vacancies are increasing trend during the second quarter (April – June) in 2015. The highest number of vacancies from both main and classified advertisements were recorded in the month of June.

2.2: Labour Demand for Each Occupation Category (ISCO)

Figure 2.3: Job Vacancy Distribution by Occupation Category



Source: Newspaper Survey in second Quarter-2015

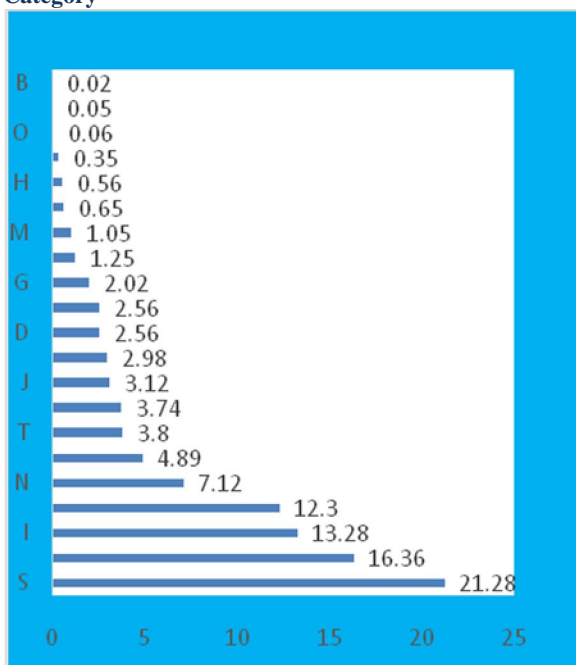
- 1-Legislators, Senior Officials and Managers
- 2-Professionals
- 3-Technicians & Associate Professionals
- 4-Clerical Support Workers
- 5-Service Workers and Shop &Market Sales Workers
- 6-Skilled Agricultural, Forestry and Fishery Workers
- 7-Craft and Related Trade Workers
- 8-Plant & Machine Operators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

According to the figure 2.3, 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.

2.3: Labour Demand in each Industrial Category (ISIC)

Figure 2.4: Job Vacancy Distribution by Industrial Category



Source: Newspaper Survey in second Quarter-2015

As shown by Figure 2.4, 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 large numbers of job vacancies during the second quarter.

- 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

The industry of other service activities become top in generating employment opportunities in second quarter with compared to first quarter vacancy records.

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

Table 2.1: Top ten highest demanded jobs recorded under other service activities industry

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

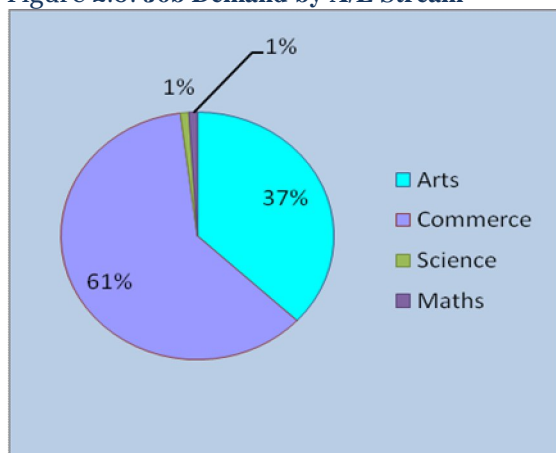
Source: Newspaper Survey in second Quarter-2015

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

2.5: Labour Demand According to the Qualifications

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

Figure 2.5: Job Demand by A/L Stream



Source: Newspaper Survey in second Quarter-2015

As illustrated by Figure 2.5 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. 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 second quarter.

2.5.2 The Highly Demanded Diploma and Certificate Courses

The table 2.2 shows that the top ranked highest demanded diploma qualifications based on newspaper data in second quarter.

2.5.2 The Highly Demanded Diploma

Table 2.2: The Highly Demanded Diploma and Certificate Courses

Source: Newspaper Survey in second Quarter-2015

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

2.5.3 Highly Demanded Professional Qualifications

Table 2.3: 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 second Quarter-2015

Based on the newspaper survey, the Table 2.3 shows that the highest demanded professional qualifications which are required from the candidates other than the educational qualifications.

2.6: The Highly Demanded Soft Skills

Table 2.4 : 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 second Quarter-2015

Based on newspaper survey, the table 2.4 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 second quarter in 2015.

Highlights

- ✚ Majority of (56%) vacancies recorded from the classified sector vacancies while 44% of vacancies recorded from the main advertisements.
- ✚ The recorded vacancies from April to June are in a increasing trend under the second quarter.
- ✚ The highest number of vacancies recorded from Technicians and Associate Professionals category (32.36%) under the main advertisements.
- ✚ The highest number of vacancies (31.33%) recorded from Elementary occupations under the classified advertisements.
- ✚ Other Service Activities, Construction, Accommodation and food service activities (restaurant) are the dominant industries in generating jobs.
- ✚ Out of the total number of vacancies available for school leavers after G.C.E A/L 61 percent of vacancies demanded commerce stream qualification while 37 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 Three

Foreign Employment Data

By

K.S.S.Priyadarshika

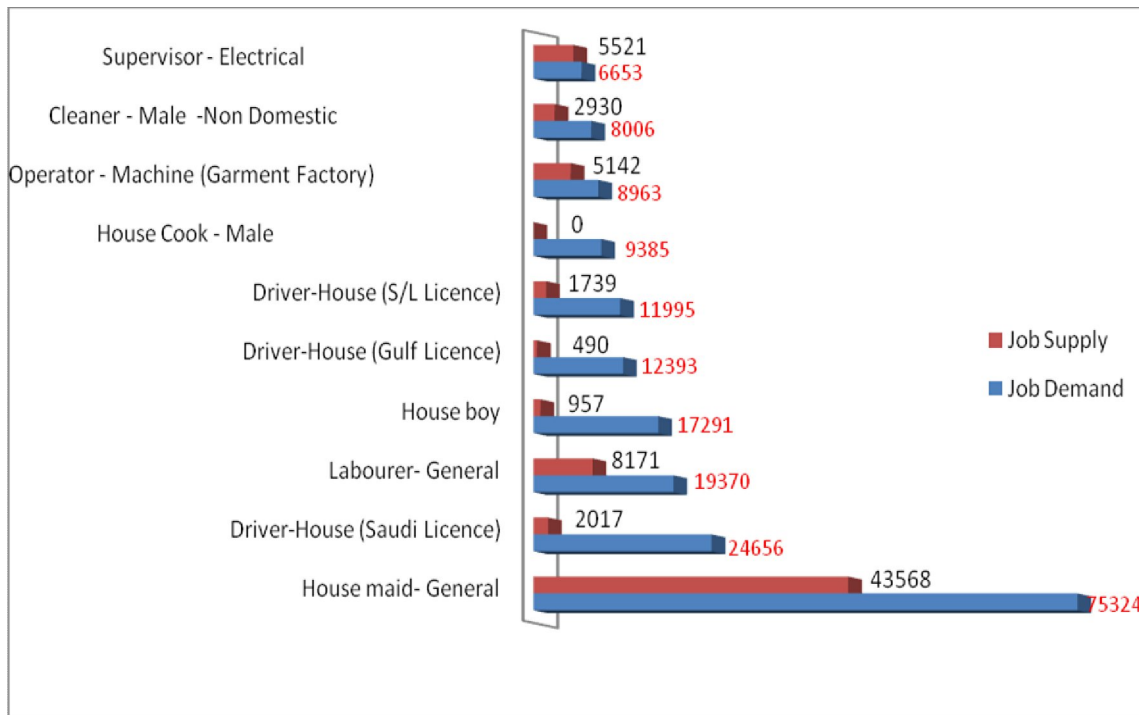
Development Officer

Labour Market Information Unit

Foreign Employment Trend

Based on 2014 data released by the Sri Lanka Bureau of Foreign Employment in Sri Lanka, It is noted that the vacancies for housemaid is highlighted as a first level demand and supply. 75324 total number of vacancies filled in 2014. The second highest demand recorded for Driving (Gulf License) vacancies. 24656 total number of demanded vacancies recorded under the driving category and 2017 number of vacancies filled in 2014.

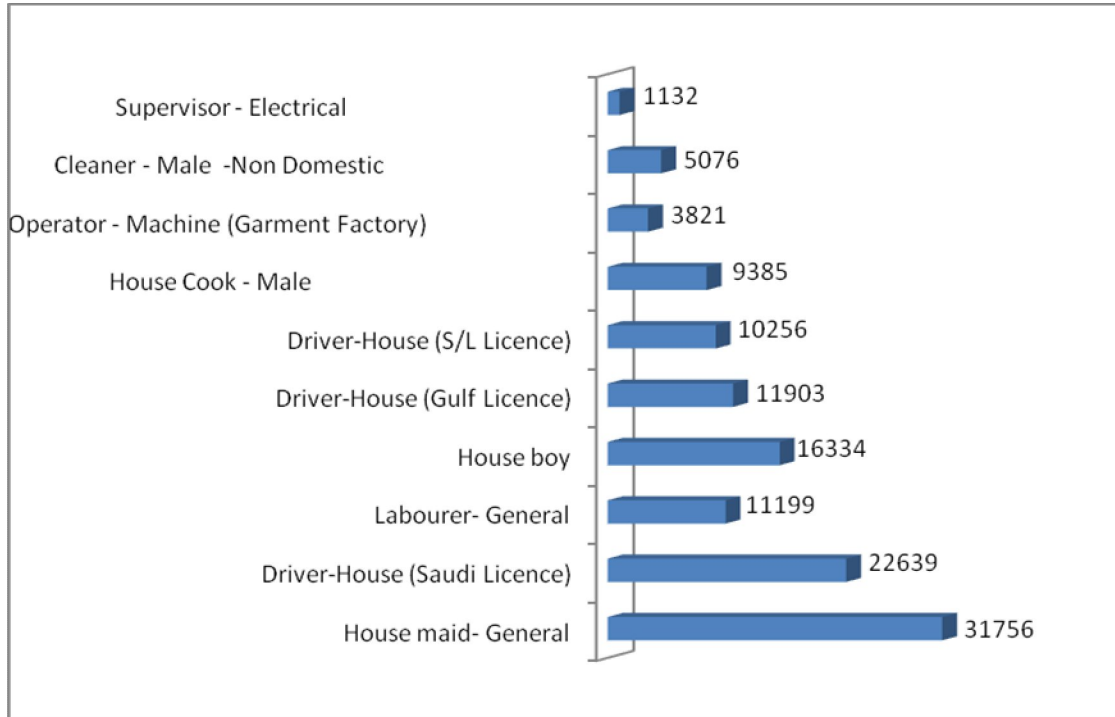
Figure 3.1: Foreign Employment Demand and Supply by job categories



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

Based on recoded data the following graph shows that the demand and supply in relation to foreign employment.

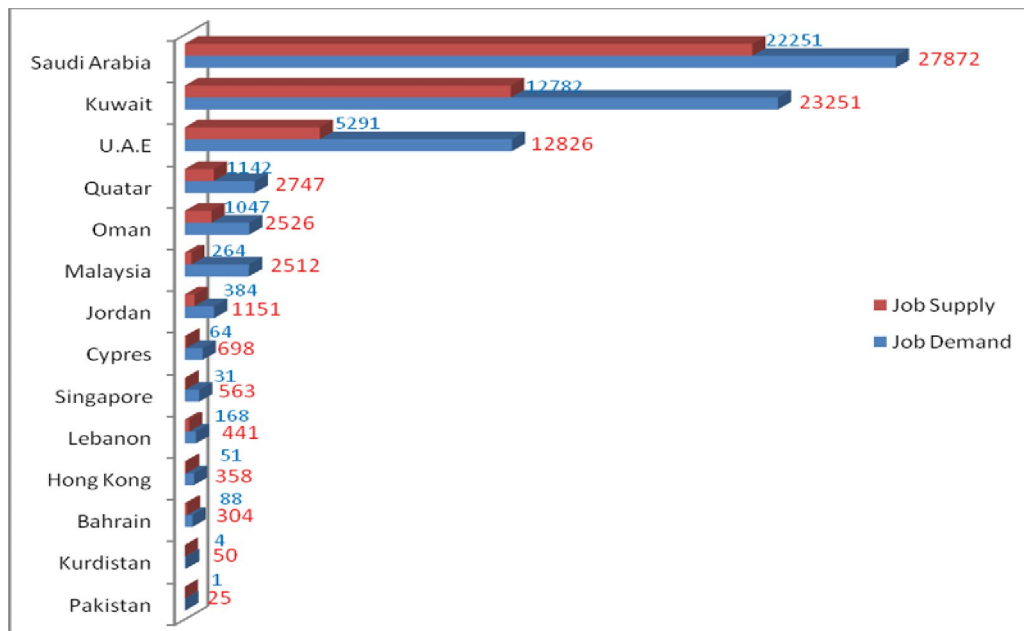
Figure 3.2: Foreign Employment Demand and Supply gap by job categories



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

According to the gap between foreign employment demand and supply the highest gap is existing among the housemaid category and next is among the driving (Gulf License) category. This graph describes that there are ample vacancy demand in each categories which are unable to fill currently.

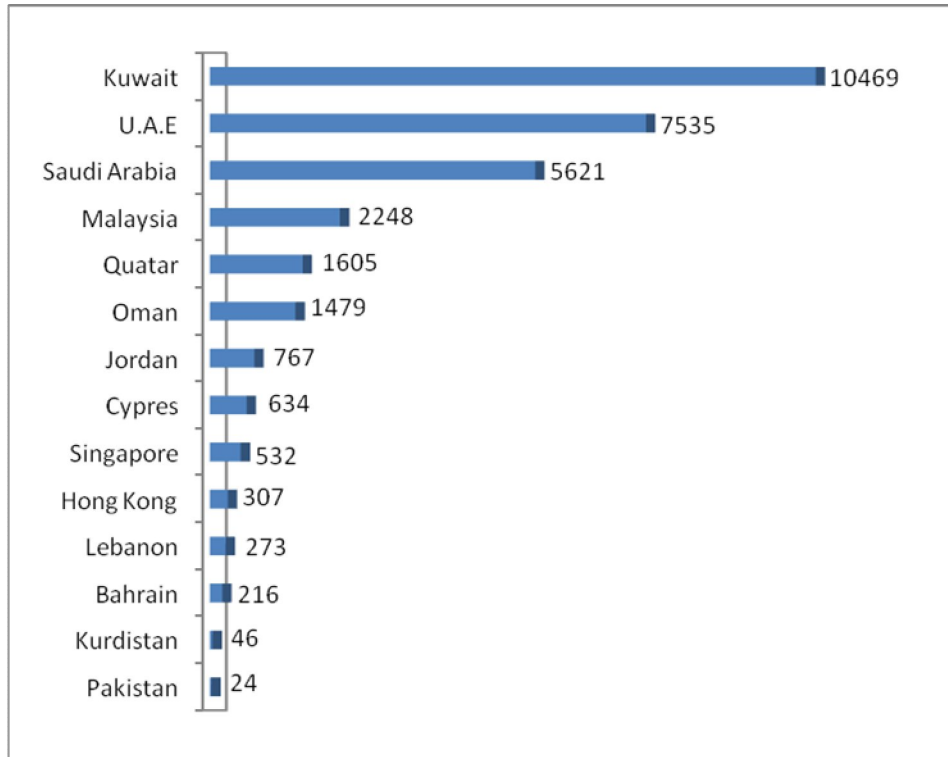
Figure 3.3: Demand and Supply for housemaids by job country



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

The data of the above graph describe that the highest vacancy demand and supply is dominated by the Saudi Arabia, Kuwait and United Arab Emirates (U.A.E.) respectively.

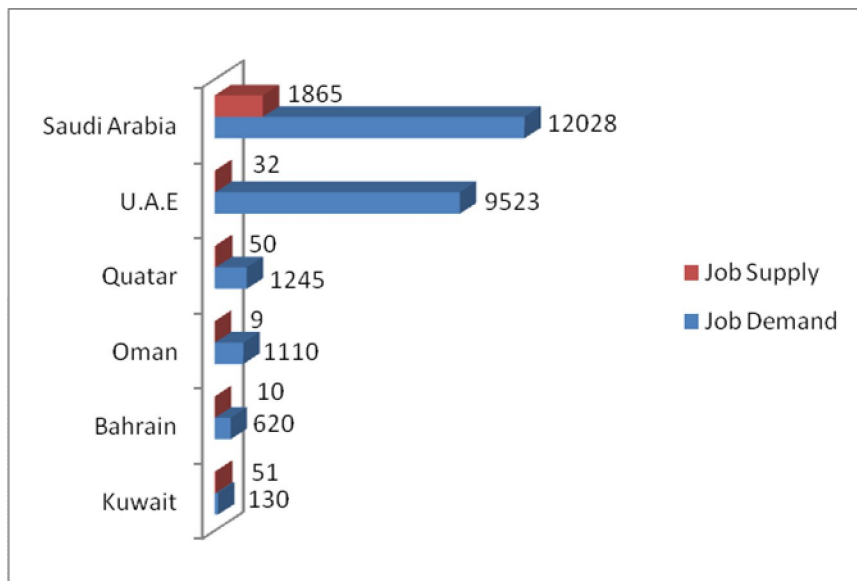
Figure 3.4: Demand and Supply gap for housemaid category by country



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

According to above graph 10469 vacancies for Saudi Arabia, 7535 vacancies for Kuwait , 5621 vacancies for Doha Qatar are pending to fill the housemaid vacancies.

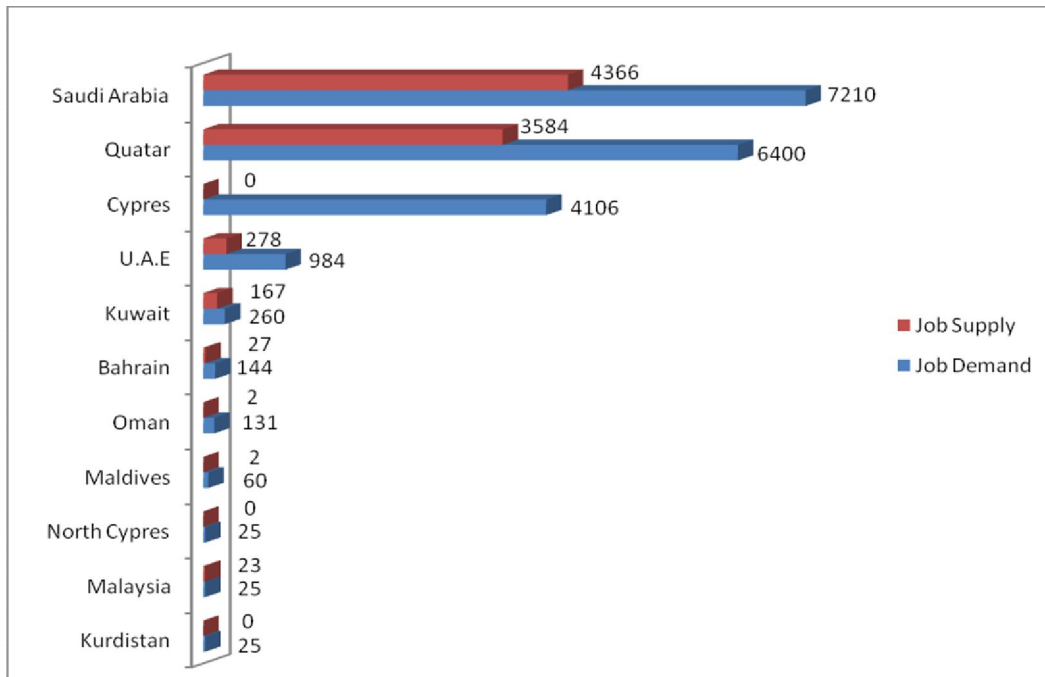
Figure 3.5: Demand and Supply for Drivers by country



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

Saudi Arabia and United Arab Emirates (U.A.E.) are dominant countries in providing driving vacancies to Sri Lanka.

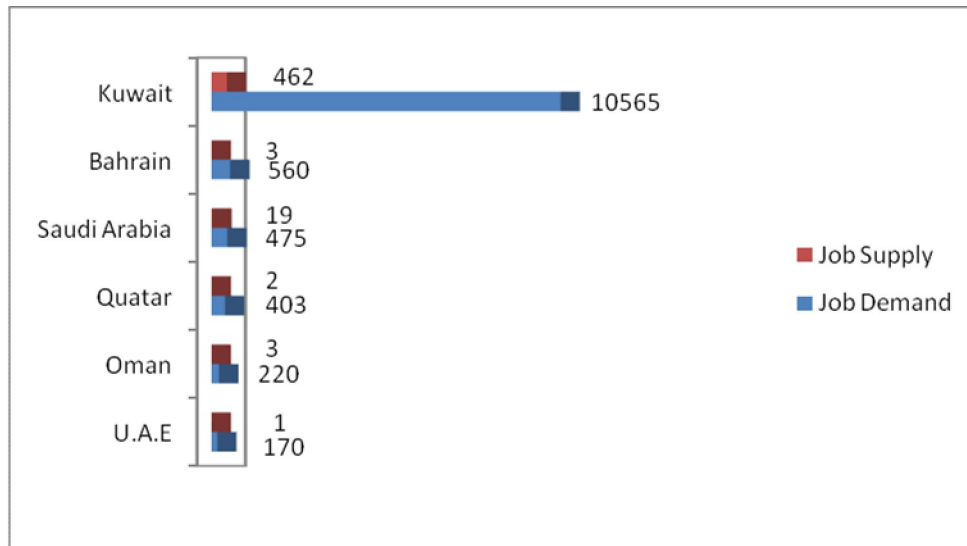
Figure 3.6: Demand and Supply for Labours by country



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

Based on foreign employment demand and supply , the third highest employment category is labour related employment. The figure 3.6 describes that the Saudi Arabia, Doha Quarter and Cyprus are dominant in providing employment opportunities to Sri Lanka respectively. It is significantly noted that the Cyprus labour vacancies are unable to fill.

Figure 3.7: Demand and Supply for Drivers (Gulf License) by country

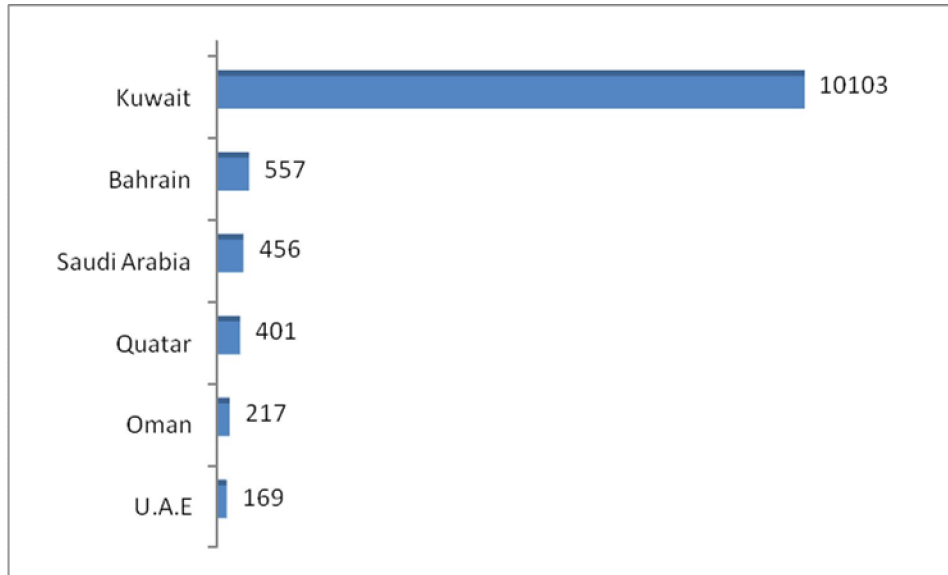


Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

According to the given data, the fourth highest employment demand recorded for drivers with gulf license. The total number of employment demand under this category is 12393 while supply is 490.

According to the figure 3.7 the demand for Kuwait is 10565 while supply is 462. The demand for Saudi Arabia is 475 while supply is 19.

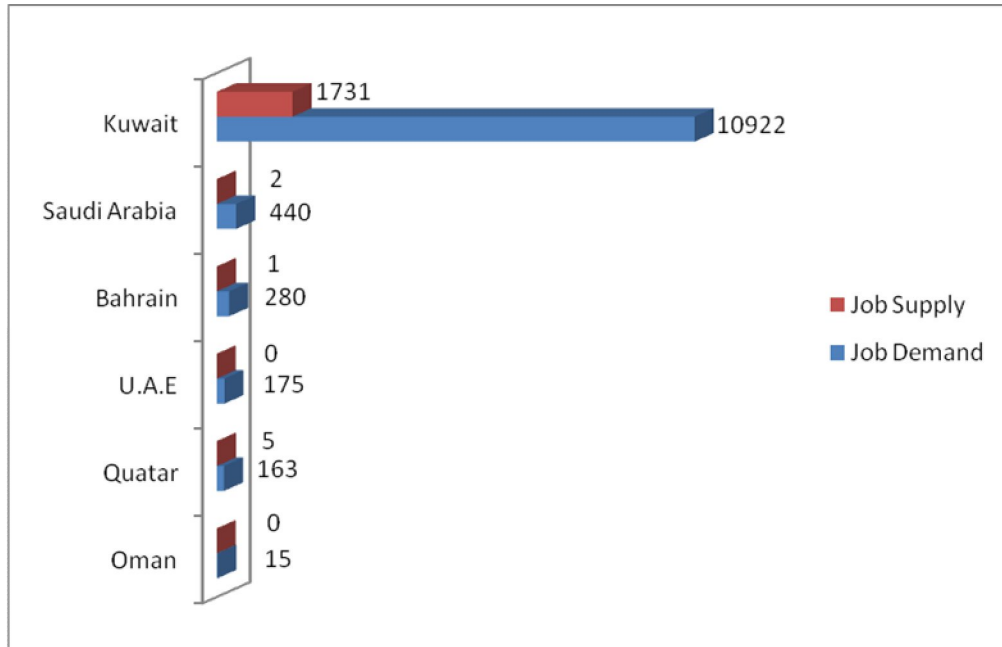
Figure 3.8: Demand and Supply gap for Drivers (Gulf License)



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

The highest number of due vacancies are recorded from the Kuwait (10103) while vacancies from Saudi Arabia are 475.

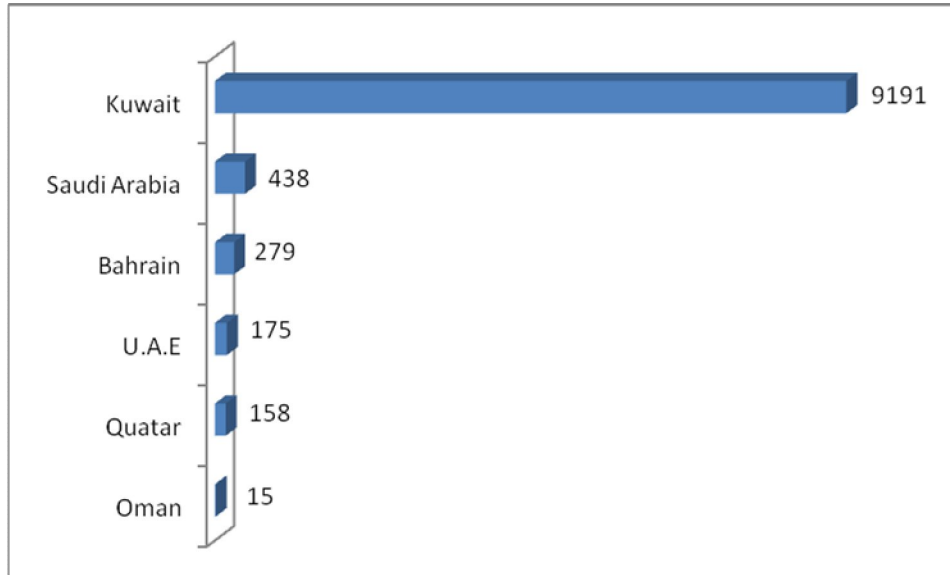
Figure 3.9: Demand and Supply for Drivers (Sri Lanka License) by country



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

According to the figure 3.9 the total demand for drivers with Sri Lanka license is 11995 while supply is 1739. The demand for drivers from the Kuwait state is 10492 while supply for Kuwait is 1731.

Figure 3.10: Demand and Supply gap for Drivers (Sri Lanka License)



Source: Secondary data of Sri Lanka Bureau of Foreign Employment, Sri Lanka

As per the above figure, Kuwait, Saudi Arabia, Bahrain there are enough vacancies which are not filled. According to the data there is large number of unfilled vacancies which can be fill in near future.

NOTES