

PEOPLE MANAGEMENT FOR SUSTAINABLE APPAREL SECTOR

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INTRODUCTION

- **Apparel production for global market**
- **Status of labour and strategies adopted**
- **Developments in people management in the industry**



1. APPAREL PRODUCTION FOR GLOBAL MARKET



SUSTAINABILITY

- **The ability of a firm to survive and outperform rivals in the long run**
- **Economic objectives Vs Employee well-being**



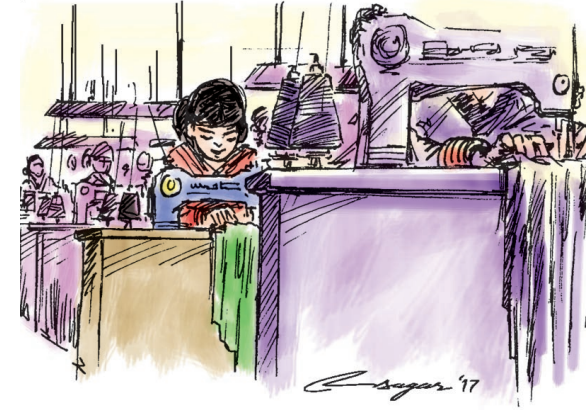
2. STATUS OF LABOUR AND STRATEGIES ADOPTED



Value of jobs to an economy can be far greater than its value for jobholder

- **Eradication of poverty**
- **Learning opportunities**
- **Profit maximization**
- **Foster diversity**

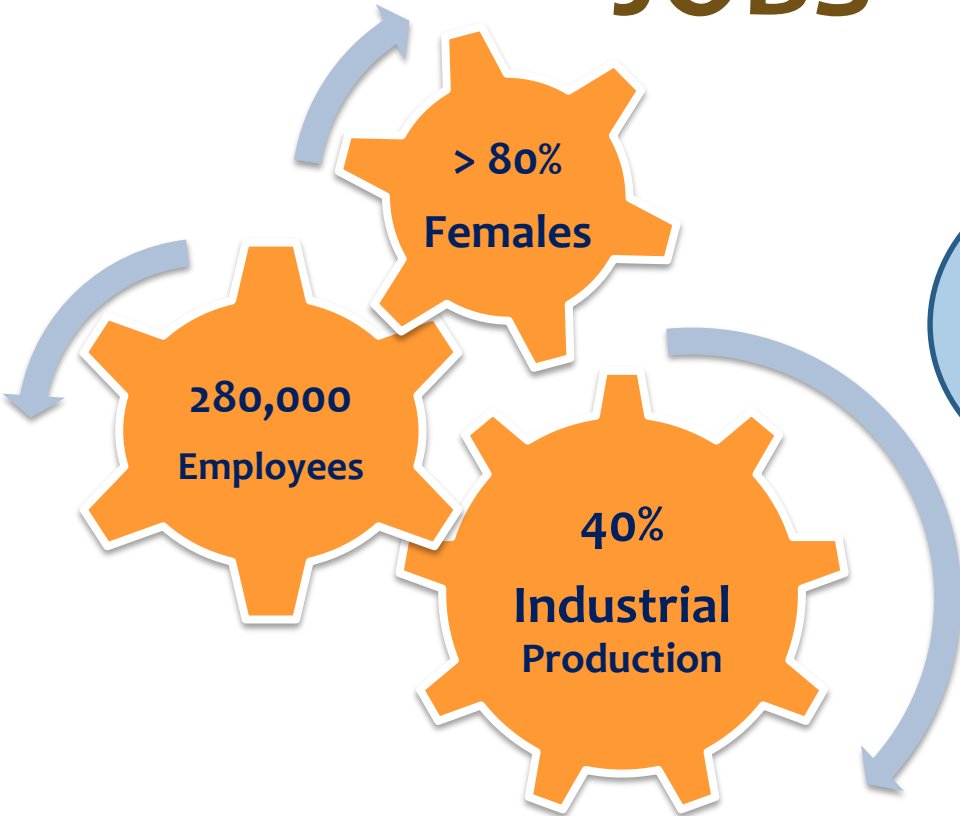
JOBS - APPAREL SECTOR



- **Export apparel production creates transformational jobs**
- **Aggregate productivity and economic development are strengthened by knowledge spillovers**

JOBS - APPAREL SECTOR

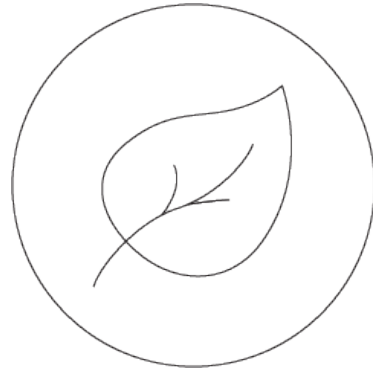
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ECONOMIC VALUE CREATION



Fair-trade



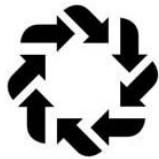
Organic Fashion Labels



Organic



Vegan



Upcycled



Fair



Sustainable

UPGRADING STRATEGIES

Product upgrading



Process upgrading



EDUCATION & SKILLS IN SRI LANKA

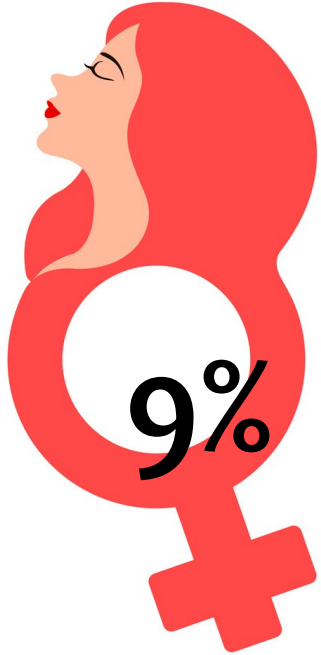


10 Years Vs 9 Years

10 Years Vs 11 Years

It is difficult to prove that apparel workers come from the bottom of the wage distribution within the labour market, and predominantly consists of less educated women

EXPORT APPAREL SECTOR



US \$39 Vs US \$73

Share of bonuses and allowances
over wage earnings

SHOP-FLOOR NON-EXECUTIVE JOB VACANCIES



150,000


“Abhimani” (Pride) Campaign

EMPLOYER-EMPLOYEE RELATIONSHIP

Roman Dutch Law + Law of Contract



EMPLOYEE VOICE

- » **1893 – 1st Trade Union in Sri Lanka – 1st in South Asia**
 - » **Today, less than 15% of the entire workforce of the country is unionized**
- 



3. DEVELOPMENTS DURING THE LAST DECADE





THANKS!

Any questions?

This keynote will be available at

» https://www.researchgate.net/profile/Vathsala_Wickramasinghe

