



SURVEY OF **PRIVATE** INSTITUTIONS **2025**

| Presented By
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Survey on of private institutions -2025

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Abstract

Survey of private institutions

This study focuses on private job provider institutions operating within the Matara District, aiming to analyze their role, structure, and impact on the local labour market. The survey captures comprehensive data on employment patterns, sectorial distribution, recruitment methods, workforce categories, and skill demands among private establishments.

Findings reveal that the majority of private institutions in Matara are concentrated in the service, trade, manufacturing, and tourism sectors. These employers predominantly recruit skilled and unskilled workers on both permanent and contract bases, with growing reliance on seasonal and daily wage labour in hospitality. A significant skills mismatch is evident, with employers reporting shortages in both technical competencies and soft skills among job seekers.

The survey also highlights challenges faced by these institutions, such as high employee turnover and difficulty in sourcing qualified candidates. As a result, there is strong demand for vocational training aligned with industry needs and greater collaboration between training institutions and private sector employers.

Overall, the private job providers in Matara play a crucial role in employment generation. Strengthening their connection with labour market services and training institutions will be vital in addressing workforce challenges and enhancing employment outcomes in the district.

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Survey of private institutions (In Matara Distric)

Background

The Public Employment Service (PES) is a government-operated institution dedicated to promoting employment and improving labour market efficiency. PES centers serve as a vital link between job seekers and employers by offering a wide range of free services aimed at reducing unemployment and addressing skill mismatches in the workforce.

Key functions of PES include:

- i. Providing job matching and placement services
- ii. Offering career guidance and counseling
- iii. Collecting and disseminating labour market information
- iv. Supporting skills development and vocational training referrals
- v. Coordinating with employers to understand workforce needs

Assisting special groups such as youth, women, and persons with disabilities to access job opportunities by department of Manpower and employment PES center operate at the district and local levels, ensuring access to employment services across urban and rural areas. By working closely with both job seekers and job providers, PES plays a critical role in supporting economic development and social inclusion through employment.

Introduction

Since providing public employment services is a key responsibility of the Department, it is essential that our Department maintains statistical records and data on the institutions that are capable of providing employment within each district. The Employer Survey is conducted to gather valuable insights into current employment trends, workforce needs and skill demands across various sectors. The objective of this survey is to better understand employer needs and support the development of targeted employment services and training programs.

The results of this survey will help bridge the gap between job seekers and employers. By sharing information about the organization's recruitment practices, challenges and future workforce plans, the information will contribute to creating a more efficient and responsive labor market and Develop effective job matching services, Design and recommend suitable training programs, Understand employer expectations and recruitment challenges.

1.Objective of the Survey:

The primary objective of this survey is to collect data on the number of private industries operating in the Matara and weligama, identify the types of industries, analyze current employment trends, and assess the status of human resources within those industries.

2. Methodology

In relation to this survey, data collection was carried out by officers attached to the District officers, Divisional Secretariat Officers under the department and selected social Service officers in the Matara District under our department. These officers obtained information from the relevant institutions by sending a questionnaire via Google Form.

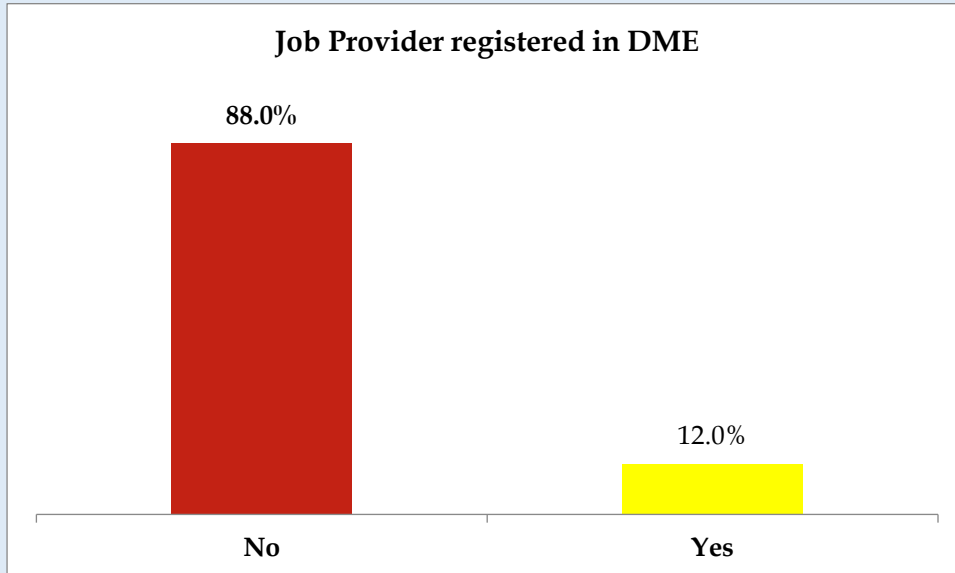
Sample size -83

Data Collection Period –From 19th May 2025 to- 03rd June 2025

Location-limited to Matara and Weligama Divisional Secrete only

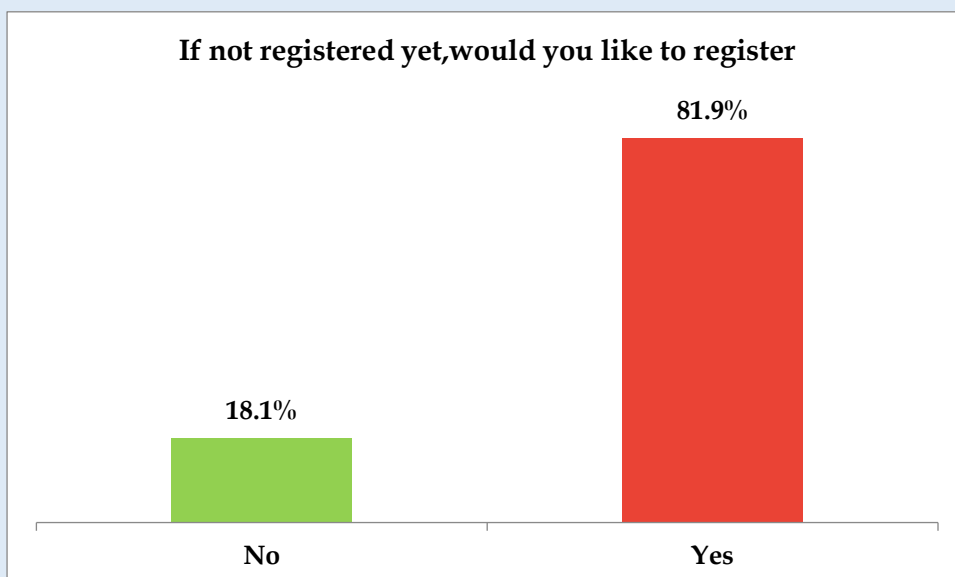
3.Key Findings

01. Job provider registered in Department of Manpower and Employment



This bar chart illustrates the percentage of job providers registered in the DME (Department of Manpower and Employment or a similar entity). 88.0% of job providers are not registered in the DME. 12.0% of job providers are registered in the DME. The vast majority of job providers (88%) are not registered in the DME, indicating a significant gap in formal registration or affiliation with the department.

02. If not registered yet, would like to register

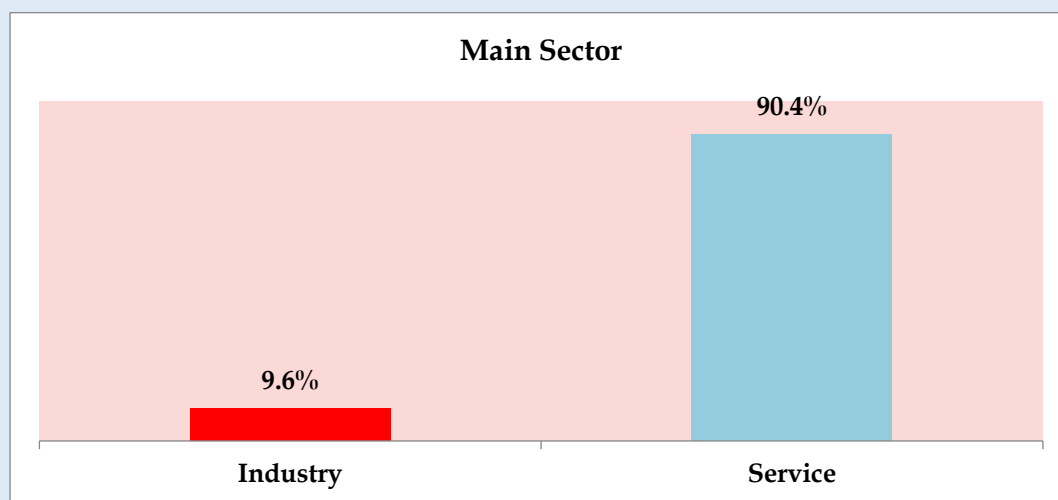


This bar chart displays the responses to the question: "If not registered yet, would you like to register?" There are two response options: Yes: 81.9% of respondents indicated that they would like to register. No: 18.1% of respondents indicated they would not like to register.

Observations a large majority (over 4 out of 5) expressed interest in registering. Only a small portion (less than 1 in 5) responded negatively.

Most unregistered individuals surveyed are interested in registering, showing a strong potential uptake if a registration opportunity is made available.

03. Main sector



This bar chart illustrates the main sector in which respondents are involved. Industry, 9.6%, Service: 90.4% the vast majority of respondents (90.4%) work in the service sector. A small minority (9.6%) is involved in the industrial sector. This chart indicates a strong dominance of the service sector among the respondents, suggesting that services play a much larger role in their professional or business environments compared to industry.

04. Industries wise –Distribution

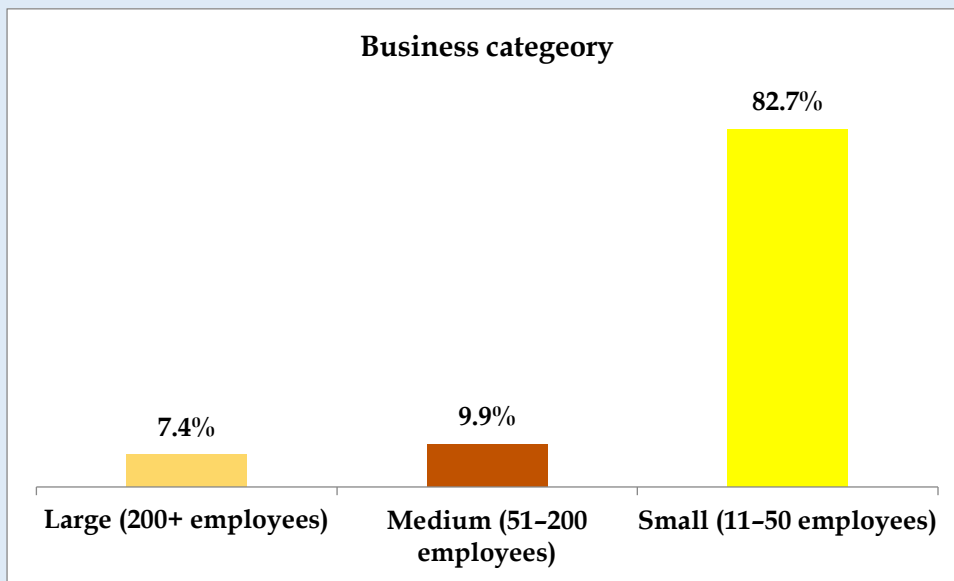
Services	count
Hospitality and tourism	31
Wholesale and retail sale	11
Banking Finance and Insurance	11
Education	2
Food and Beverage	1
Other Personal Services Activities	1
Transportation	1
Industries	
Manufacturing	2
Mining and Quarrying	1

The Services sector overwhelmingly dominates this dataset, particularly Hospitality and Tourism.

The Industries sector is underrepresented, suggesting either limited industrial activity or a primary focus on service-oriented businesses or employment.

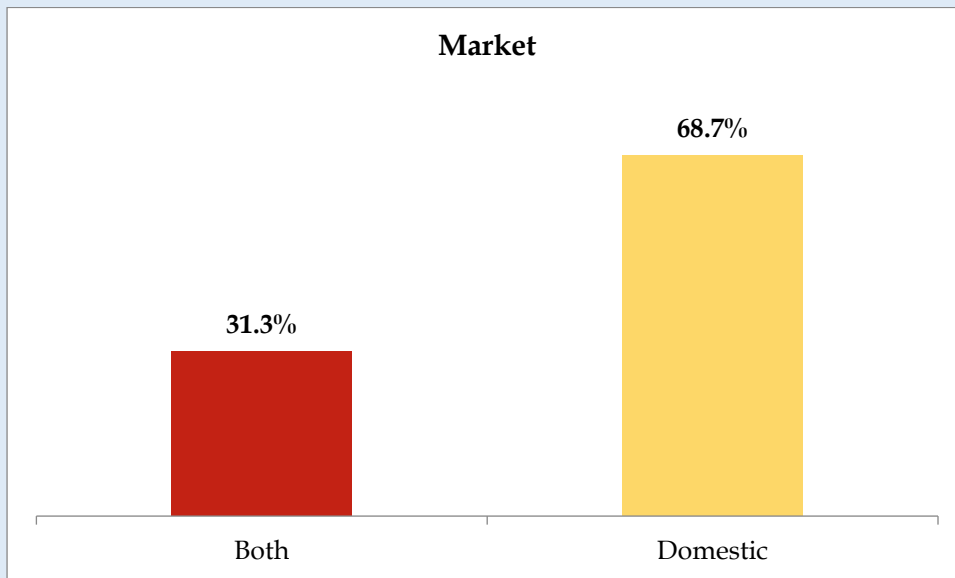
A total of 82 institutions from the private sector participated in the survey, but only 61 of them responded to this particular section of the questionnaire.

05. Scale of Business Category



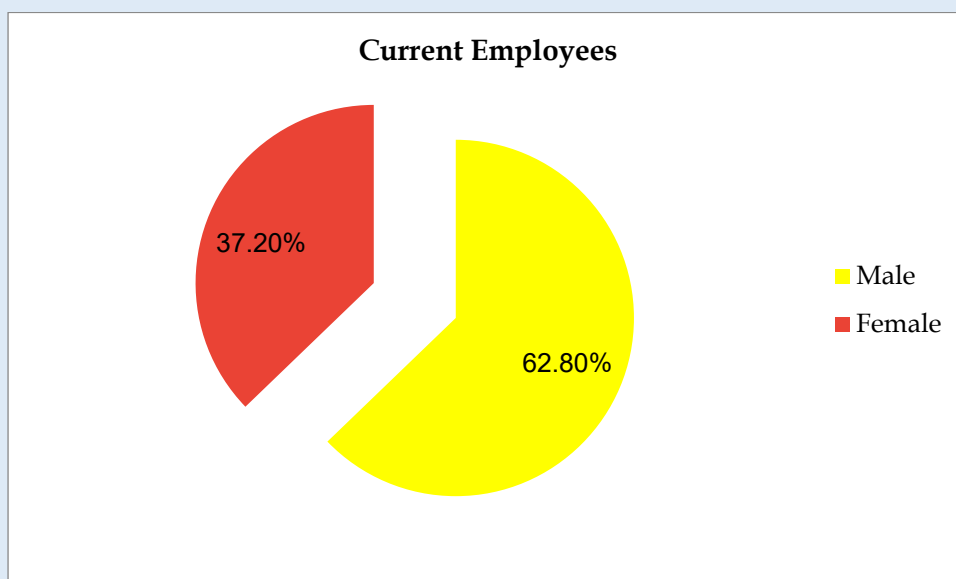
The chart highlights that small enterprises are the dominant form of business, comprising over four-fifths of the total. Medium and large businesses combined make up just fewer than 18% of the business landscape, underscoring the importance of small businesses in the economy or sector being analyzed.

06. Market



This bar chart titled "Market" illustrates the market orientation of businesses, indicating whether they operate domestically or in both domestic and other markets. Domestic Market: Represents the majority of businesses. 68.7% of businesses operates only in the domestic market. Both Markets (Domestic and Other) 31.3% of businesses operate in both domestic and international or other market. The chart indicates that most businesses are focused on the domestic market, with over two-thirds not engaging in international or multiple-market operations. A smaller portion, nearly one-third, caters to both domestic and other markets, suggesting a more diversified or export-oriented strategy. This highlights the local orientation of business activities overall.

07. Current Employees

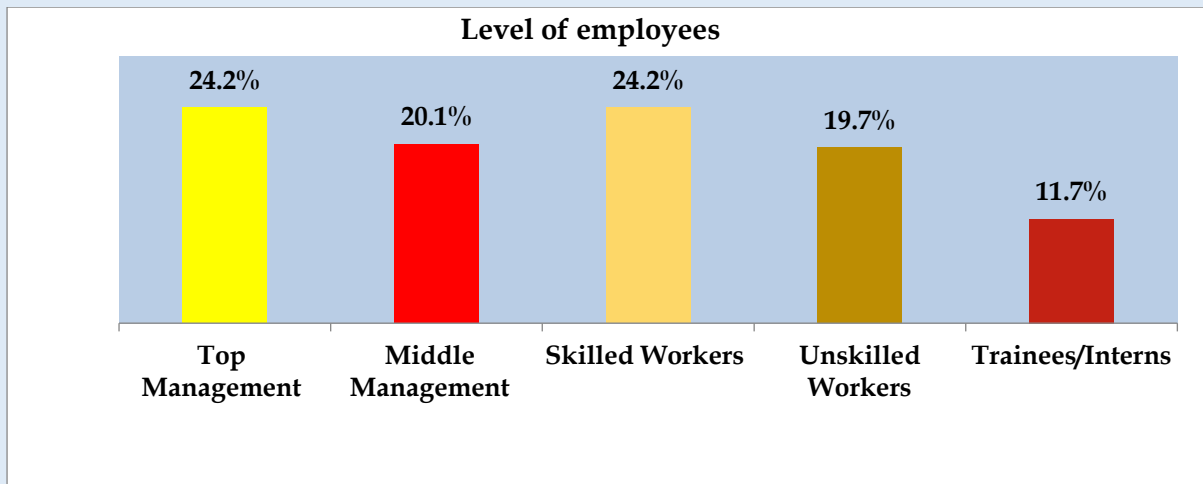


This pie chart titled "Current Employees" shows the gender distribution among employees. Male Employees Represent 62.8% of the workforce. Female Employees Account for 37.2%.The chart reveals a gender imbalance in the workforce, with male employees forming the majority. While females constitute over one-third of the staff, males still significantly outnumber them, must potential areas for gender diversity improvement within the workforce.

08. Level of Employees

Table 01.This table presents the distribution of employees within an organization across five categories:

Category	Count	Percentage
Top Management	64	24.24%
Middle Management	53	20.08%
Skilled Workers	64	24.24%
Unskilled Workers	52	19.70%
Trainees/Interns	31	11.74%
Total Employees	264	100%



Top Management and Skilled Workers are the largest employee groups, each making up 24.24% of the total workforce. This relatively high preparation of top management can be distributed to the nature of the survey, which include mixed type of companies, such as small scale, Medium sized and large scale organization .In a small or special organization, Companies ,top managers often play multiple roles ,resulting in a proportionately larger representation of this category in the overall work force.

This indicates a strong presence of leadership and technical expertise within the organization.

Middle Management accounts for 20.08%, playing a significant role in bridging top leadership and operational staff. Unskilled Workers make up 19.70%, reflecting a moderate level of basic labor in the workforce.

Trainees and Interns represent the smallest group at 11.74%, suggesting the organization invests a modest portion of its human resources in training and future talent development.

The organization maintains a balanced structure between management, skilled labor, and entry-level workforce, with a slight emphasis on skilled and senior leadership positions. This could imply a focus on quality operations and strategic oversight.

09. Provide job opportunities for Disabilities

(Does Job provider provide job opportunities for PWDs (persons with disabilities?))

Response	Number of Job Providers	Percentage
Yes	13	27.10%
No	35	72.90%
Total	48	100%

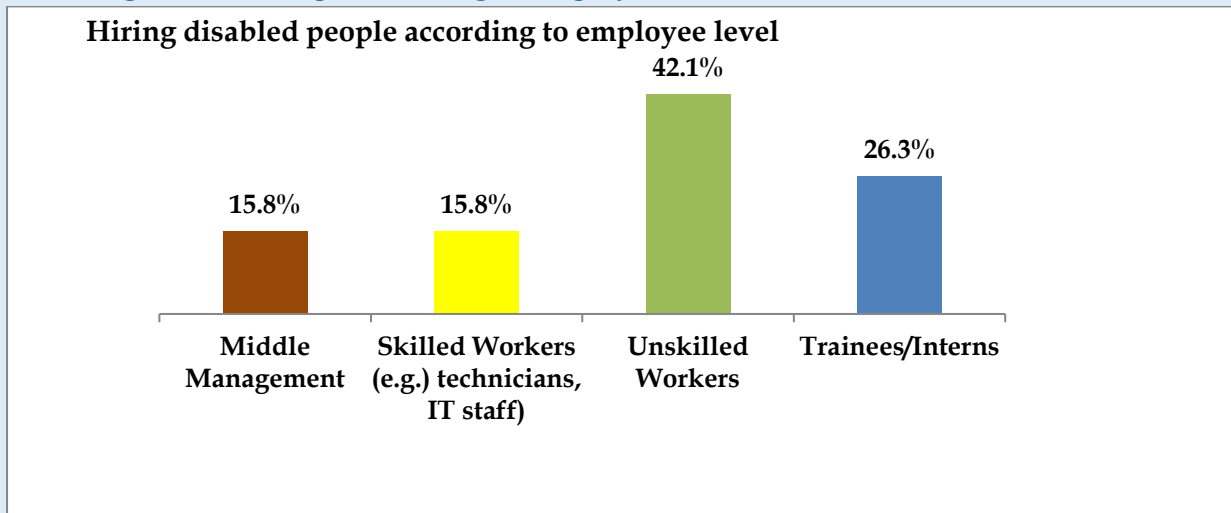
The table presents data on the extent to which job providers offer employment opportunities to Persons with Disabilities (PWDs). It summarizes the responses from 48 job providers, classified into two categories: those who do provide jobs for PWDs and those who do not.

13 job providers (or 27.1%) indicated that they do provide job opportunities for PWDs. This reflects a limited level of inclusivity in employment practices.

On the other hand, 35 job providers (or 72.9%) responded that they do not offer such opportunities, indicating a significant gap in accessibility and inclusivity in the workforce for people with disabilities.

This data reveals that the majority of job providers (nearly three out of four) do not actively include PWDs in their recruitment practices.

10. Hiring Disabled People according to Employee Level



This bar chart titled "Hiring disabled people according to employee level" illustrates the distribution of employees with disabilities across various job categories within organizations.

Unskilled Workers – 42.1% this category has the highest percentage, shown indicating that most persons with disabilities are hired for unskilled positions. Trainees/Interns – 26.3% the second most common category are suggesting that a fair number of disabled individuals are hired in entry-level or training roles.

Middle Management – 15.8%

Shown indicating limited inclusion of disabled individuals at supervisory or managerial levels.

Skilled Workers (e.g., technicians, IT staff) – 15.8%

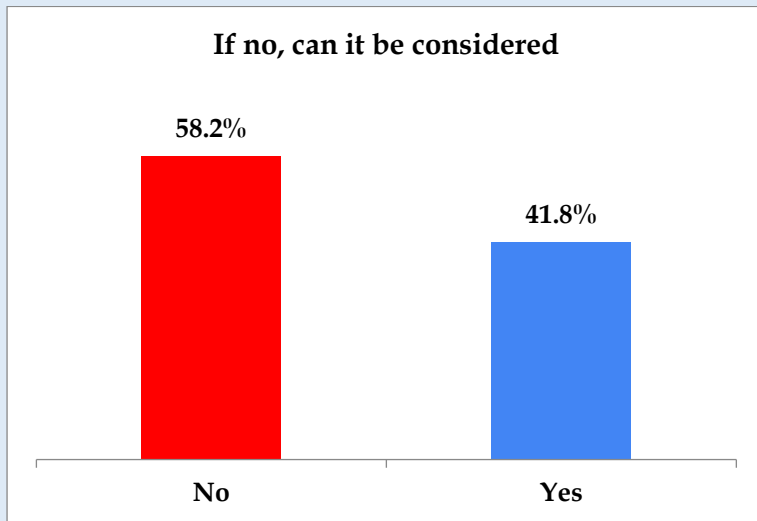
Equal to middle management suggesting similar low representation in skilled roles.

The majority of disabled hires (42.1%) are in unskilled positions, indicating limited access to more skilled or higher-level employment.

There is relatively low inclusion of disabled people in middle management and skilled technical roles (each 15.8%).

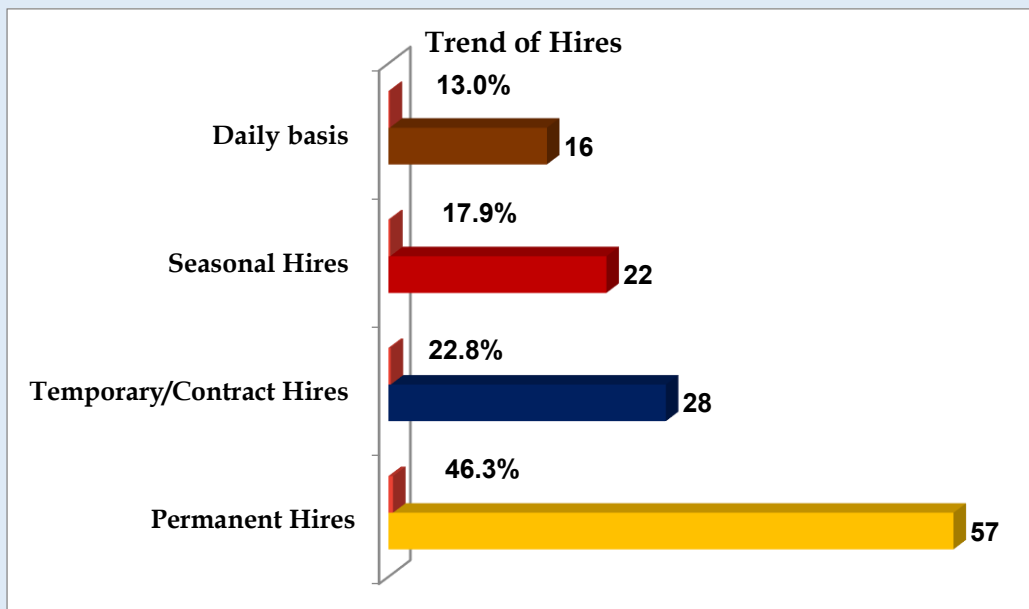
Modest proportions (26.3%) are engaged as trainees or interns, reflecting some opportunity for career development. The chart reflects a significant imbalance in the level of roles offered to disabled individuals, with a clear concentration in lower-tier or unskilled jobs. This indicates a potential need for inclusive training, policy support, and workplace accommodations to enable upward mobility and broader role diversity for people with disabilities.

11. IF no, can it be considered?



A majority (58.2%) responded with “No”, indicating a stronger resistance or disinterest in reconsideration. However, a substantial minority (41.8%) answered “Yes”, suggesting some openness to consideration.

12. Trend of Hires



This chart, titled “Trend of Hires,” illustrates the percentage breakdown of different types of employment hires. It uses a simple bar format to show how hiring is distributed across four categories. Permanent Hires lead the trend with 46.3%, nearly half of all hires. Temporary this

chart, titled “Trend of Hires,” illustrates the percentage breakdown of different types of employment hires. It uses a simple bar format to show how hiring is distributed across four categories:

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Temporary/Contract Hires make up 22.8%, serving more flexible roles.

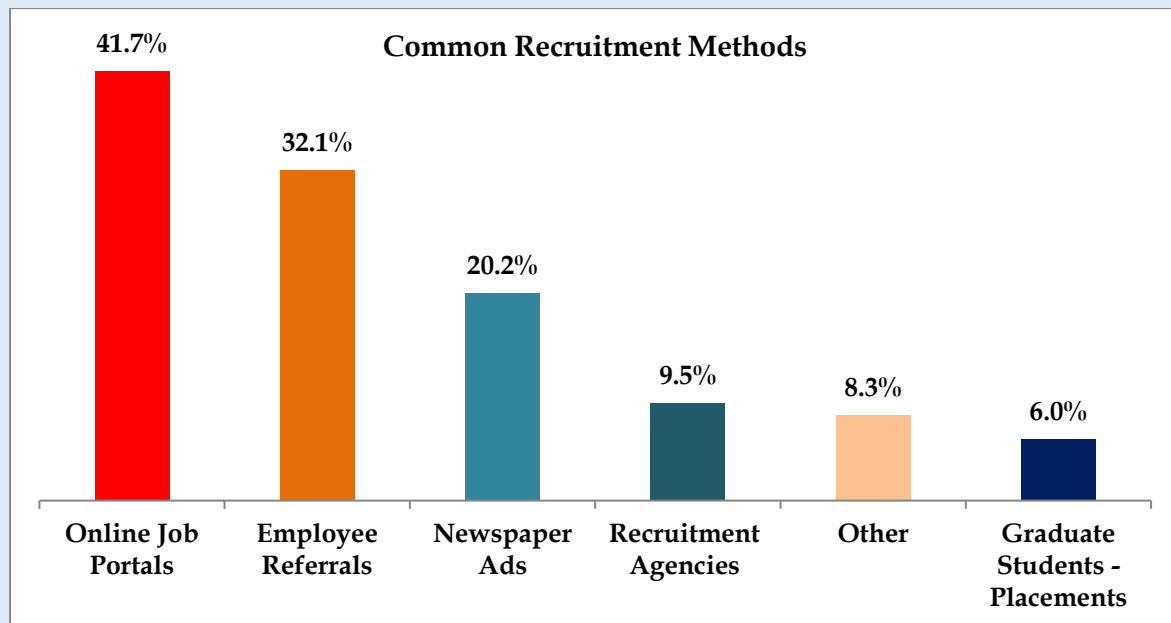
Seasonal Hires account for 17.9%, likely reflecting industries affected by time-bound demand.

Daily Basis Hires are the smallest segment at 13.0%, often tied to short-term, informal work.

From this, it’s clear that long-term employment still dominates the hiring landscape, but there’s a significant chunk being filled by non-permanent roles, which might indicate array/Contract Hires make up 22.8%, serving more flexible roles. Seasonal Hires account for 17.9%, likely reflecting industries affected by time-bound demand. Daily Basis Hires are the smallest segment at 13.0%, often tied to short-term, informal work.

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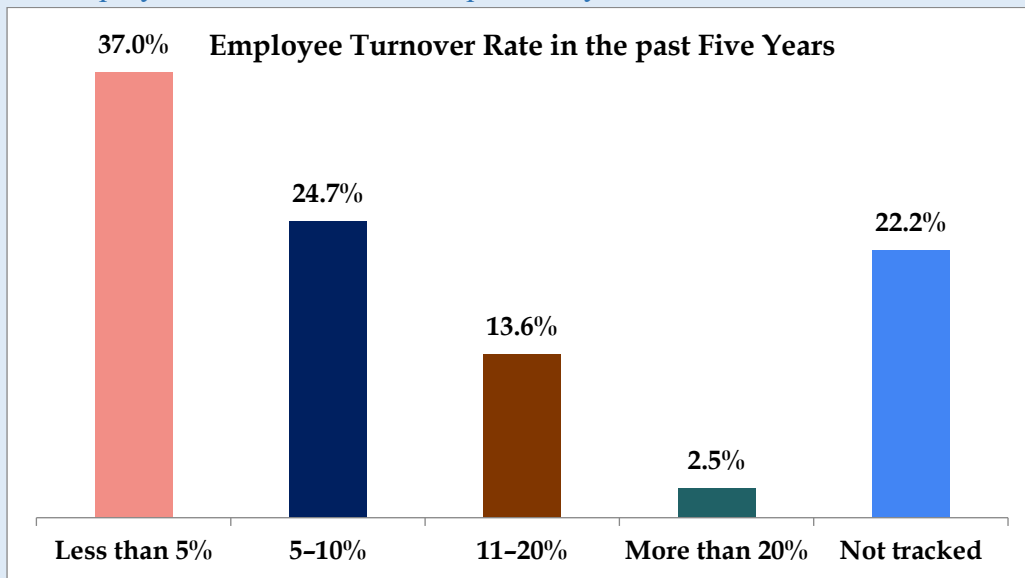
13. Common Recruitment Methods



The bar chart titled "Common Recruitment Methods" displays six methods of recruitment along with the percentage of usage for each.

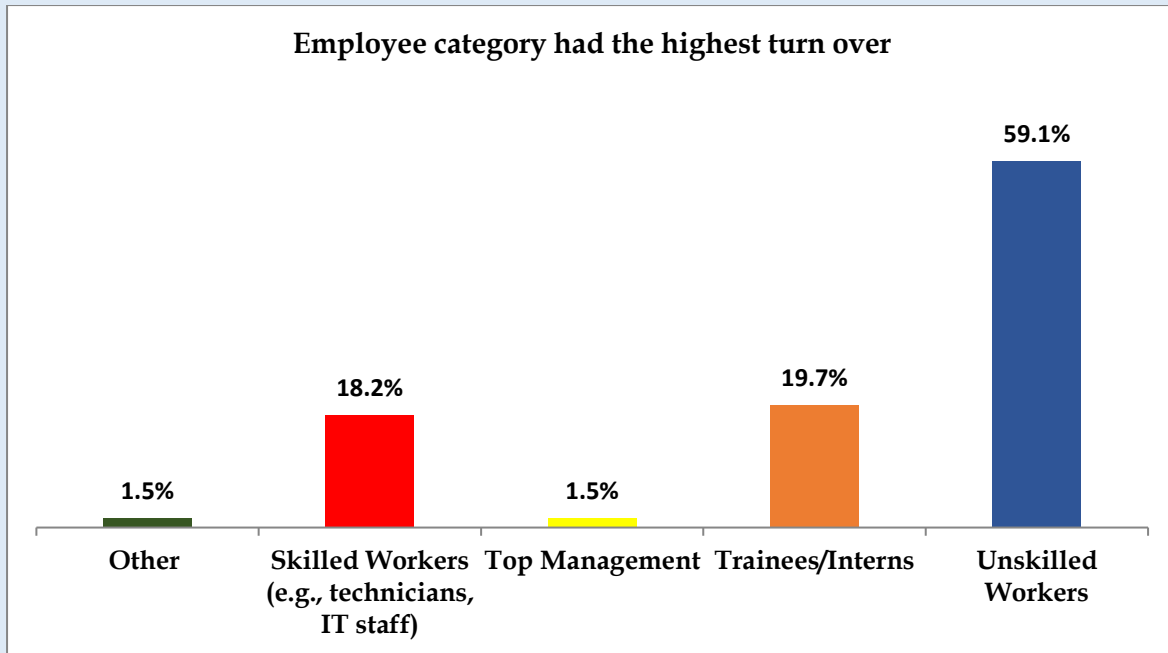
Online Job Portals – 41.7%, Employee Referrals – 32.1%, Newspaper Ads – 20.2%, Recruitment Agencies – 9.5%, Other – 8.3%, Graduate Students – Placements – 6.0%
Traditional methods like Newspaper Ads are still significant but declining.

14. Employee Turnover Rate in the past five years



This chart, titled “Employee Turnover Rate in the Past Five Years,” presents how organizations categorize their turnover rates. It groups responses into five ranges, each shown as a vertical bar with a percentage label. Less than 5% turnover is the most common, at 37.0%, suggesting many organizations experience low staff attrition. 5–10% turnover comes next at 24.7%, reflecting a moderate but still relatively stable rate. Not tracked stands out at 22.2%, indicating that a notable share of companies don’t monitor turnover at all. 11–20% turnover is reported by 13.6%, a more elevated level suggesting some retention.

15. Employee category had the Highest Turn Over

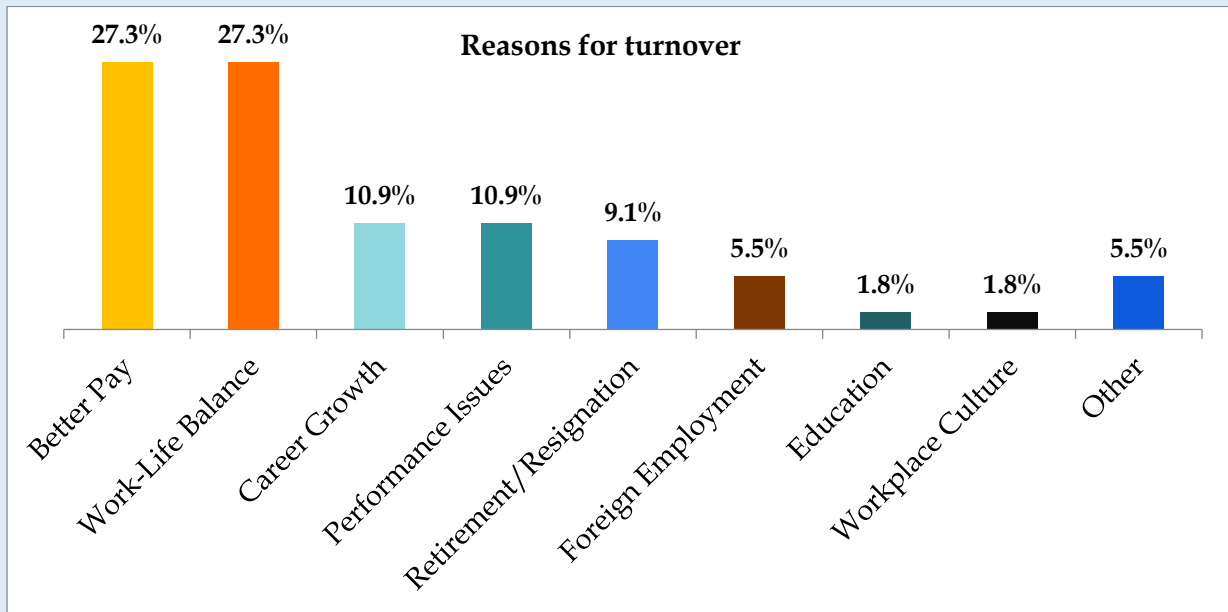


The chart displays the percentage of employee turnover by different employee categories. The title emphasizes that one particular category had the highest turnover. Here's a breakdown of the data shown: Unskilled Workers: 59.1% — this is the highest turnover rate among all categories, indicating a significant retention issue in this group. Trainees/Interns: 19.7% — the second-highest turnover rate, possibly due to the temporary nature of these roles. Skilled Workers (e.g., technicians, IT staff): 18.2% — A notable turnover rate, suggesting challenges in retaining technically skilled staff. Other: 1.5% — Very low turnover. Top Management: 1.5% — Also very low, indicating high stability at the leadership level.

The chart clearly shows that Unskilled Workers had the highest turnover rate by a large margin, followed by Trainees/Interns and Skilled Workers. Retention strategies might be especially necessary for unskilled and lower-level staff.

Employees Who Migrated Abroad (Other) – 1.5% this represents employees who left the organization due to foreign employment. Although this percentage is low, if migration increases, it could result in the loss of skilled human capital.

16. Reasons for Turnover



This bar chart, titled “Reasons for Turnover,” highlights the various factors that contribute to employees leaving their jobs, along with how frequently each reason was cited

1. Top Reasons (Most Common):

- Better Pay (27.3%)
- Work-Life Balance (27.3%)
 - These two are equally the most cited reasons, together accounting for over half (54.6%) of the total.

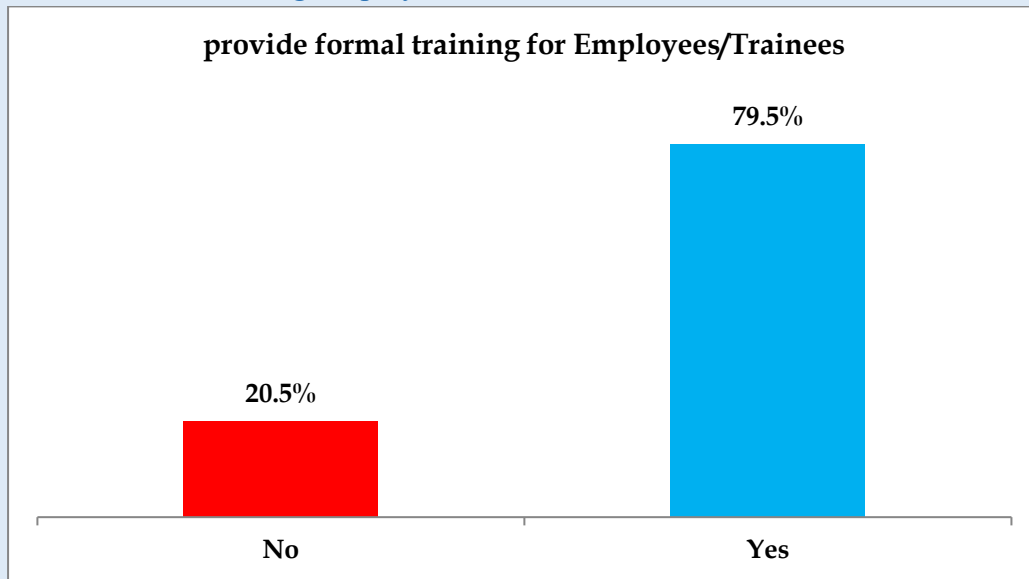
2. Mid-Tier Reasons:

- Career Growth (10.9%)
- Performance Issues (10.9%)
- Retirement/Resignation (9.1%)

3. Less Common Reasons:

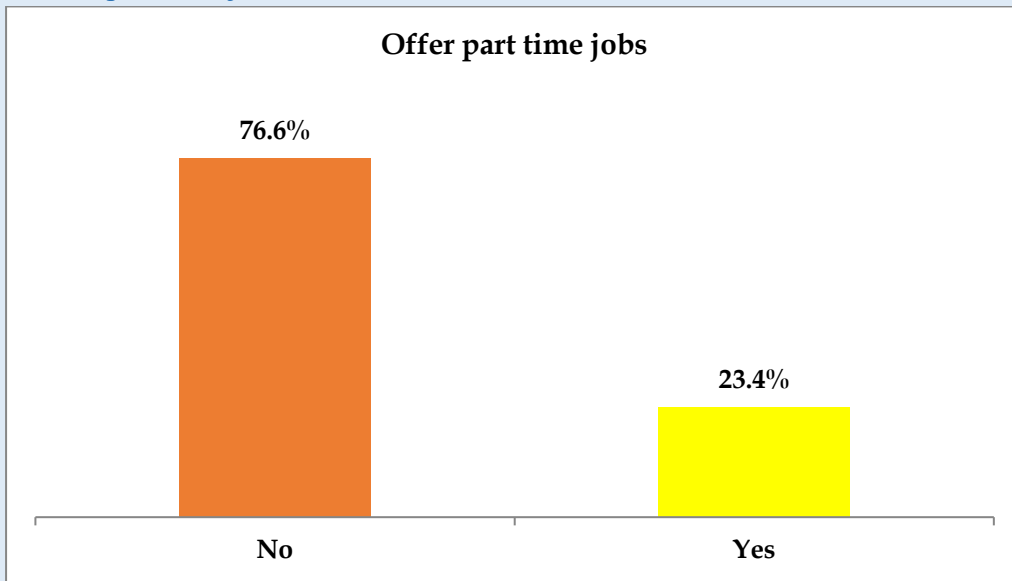
- Foreign Employment (5.5%)
- Other (5.5%)
- Education (1.8%)
- Workplace Culture (1.8%)

17. Provide formal training Employees/Trainees



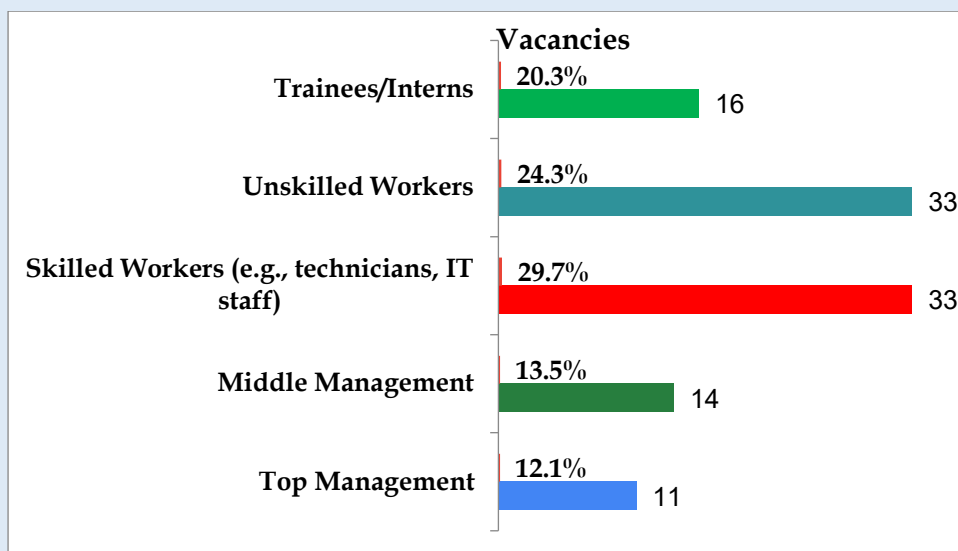
This chart, titled “Provide Formal Training for Employees/Trainees,” presents a simple yet telling comparison a large majority of organizations — 79.5% — answered “Yes”, indicating they do provide formal training programs. Meanwhile, 20.5% said “No,” meaning they currently don’t offer structured training for employees or trainees.

18. Offer part time jobs



This bar chart, titled “Offer Part-Time Jobs,” shows the percentage of organizations that provide part-time job opportunities. A striking 76.6% responded “No,” indicating they do not offer part-time employment. Only 23.4% responded “Yes,” meaning they do provide such opportunities.

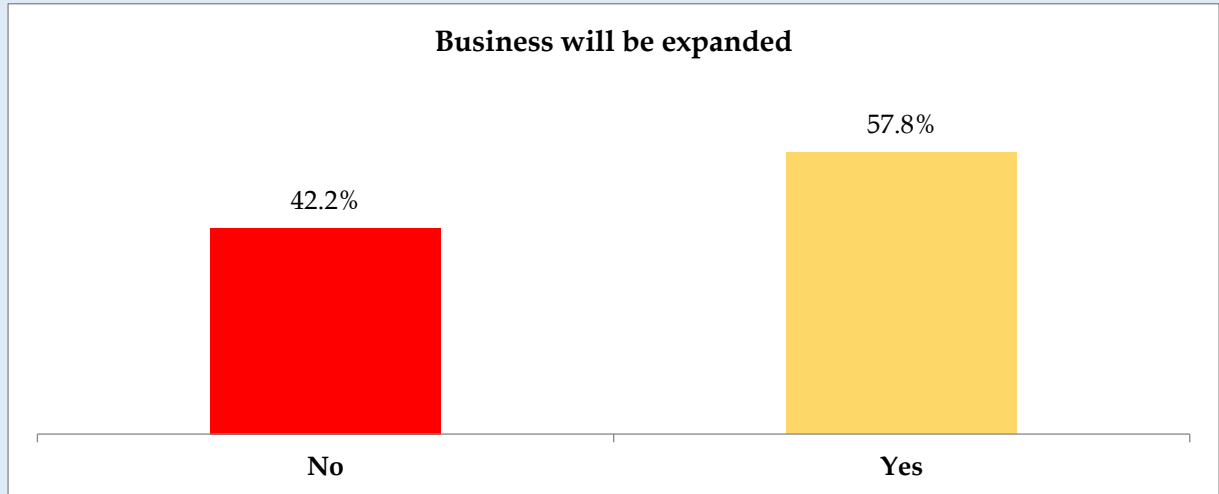
19. Vacancies



This bar chart, titled “Vacancies,” breaks down the percentage of job vacancies across five employee categories. Here's the distribution from highest to lowest .Skilled Workers (e.g., technicians, IT staff) lead with 29.7%, making them the most in-demand group. Unskilled

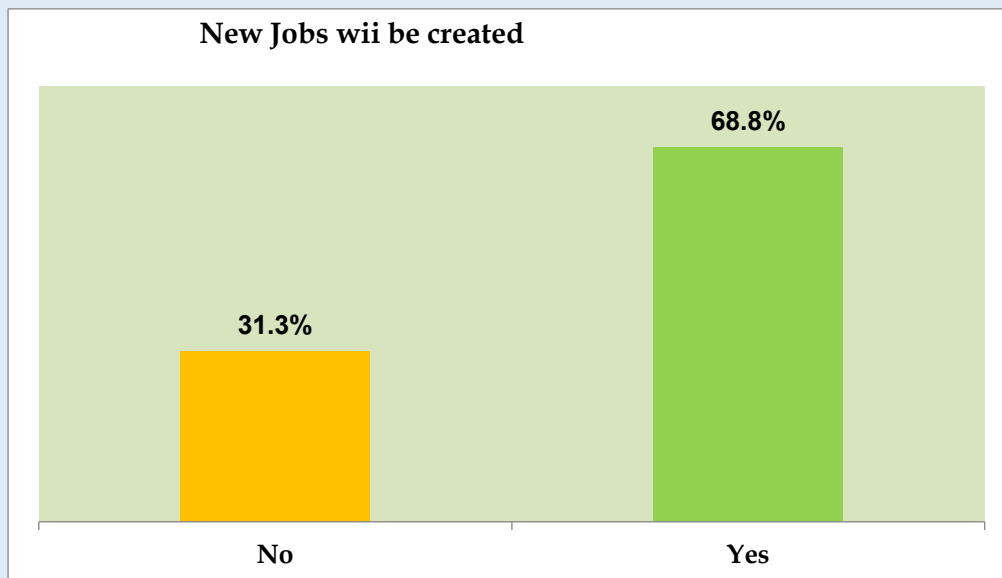
Workers account for 24.3%, reflecting a strong need for general labor roles. Trainees/Interns follow at 20.3%, suggesting opportunities for early-career individuals or new entrants. Middle Management sits at 13.5%, a moderate share that may hint at steady career progression gaps. Top Management shows the fewest vacancies at 12.1%, likely due to limited positions and longer tenures at the executive level.

20. Business will be expanded



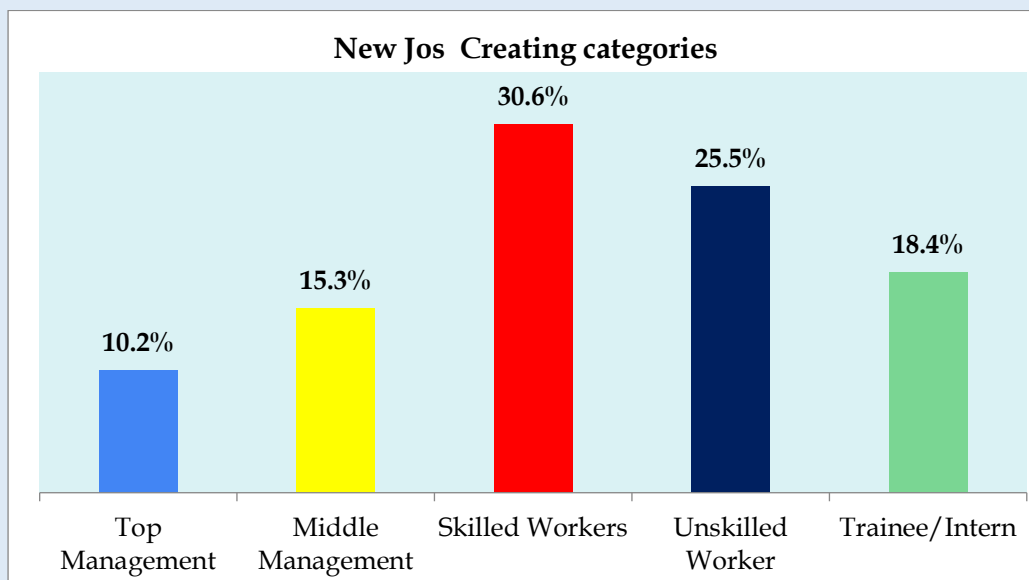
This chart, titled "Business will be expanded," illustrates the sentiment among organizations regarding future business growth.

21. New Jobs will be created



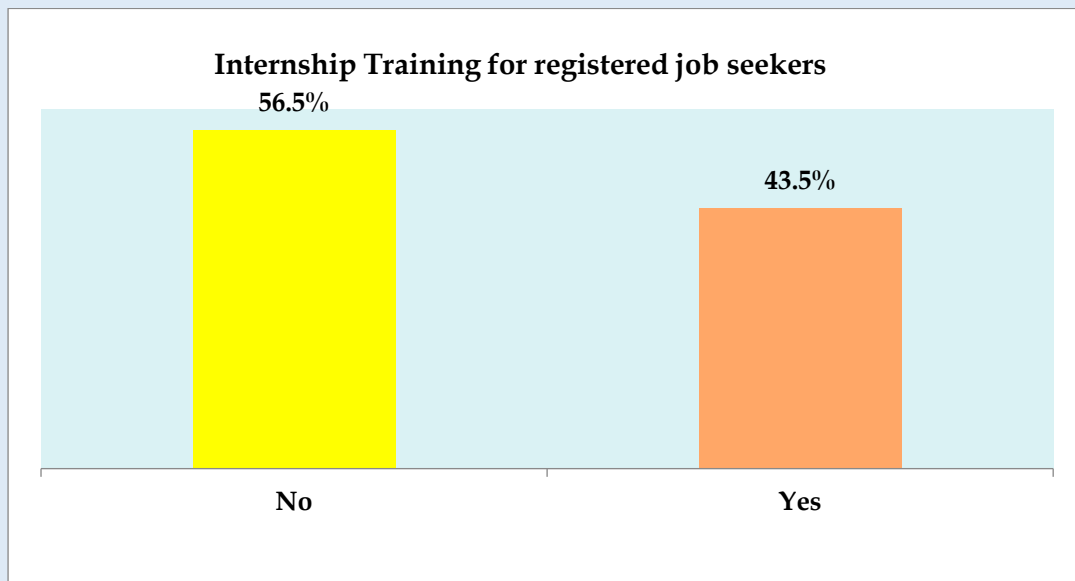
This chart, titled "New Jobs will be created," presents responses about whether new employment opportunities are expected to result from certain actions or plans 68.8% answered "Yes," showing that a significant majority anticipate job creation. 31.3% responded "No,"

22. New Jobs Creating Categories



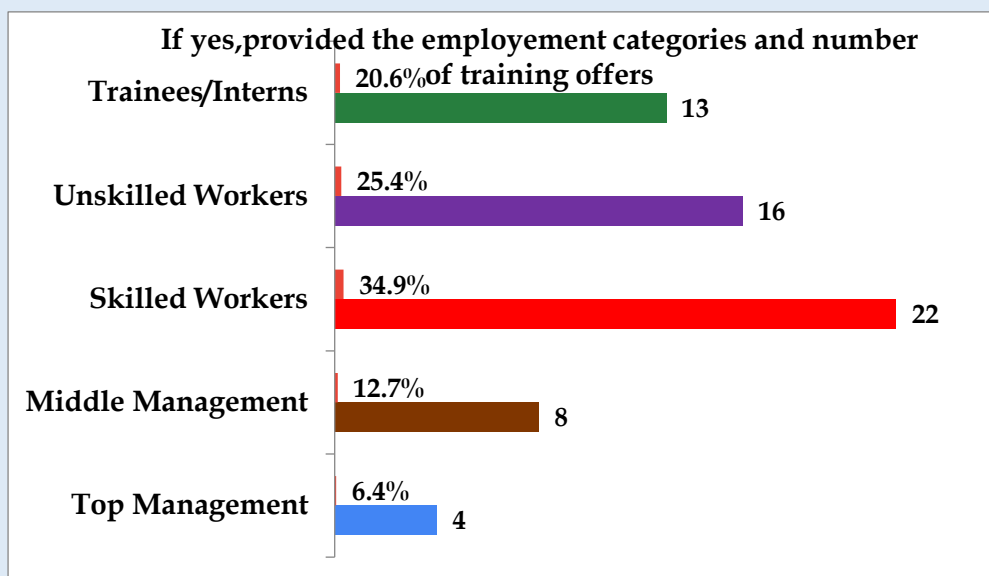
This bar chart, titled “Categories of Employees,” shows the proportion of employees across five organizational levels. Skilled Workers form the largest segment at 30.6%, Unskilled Workers follow with 25.5%, representing a significant share of the workforce. Trainees/Interns make up 18.4%, highlighting ongoing recruitment or training efforts. Middle Management holds 15.3%, showing a moderate layer of leadership. Top Management comprises the smallest slice at 10.2%, as expected in most hierarchical structures.

23. Internship training for registered job seekers



This chart, titled “Internship Training for Registered Job Seekers,” compares how many registered job seekers have undergone internship training versus those who have not 56.5% of job seekers said “No,” meaning they have not participated in any internship training. 43.5% responded “Yes,” indicating they have received internship training.

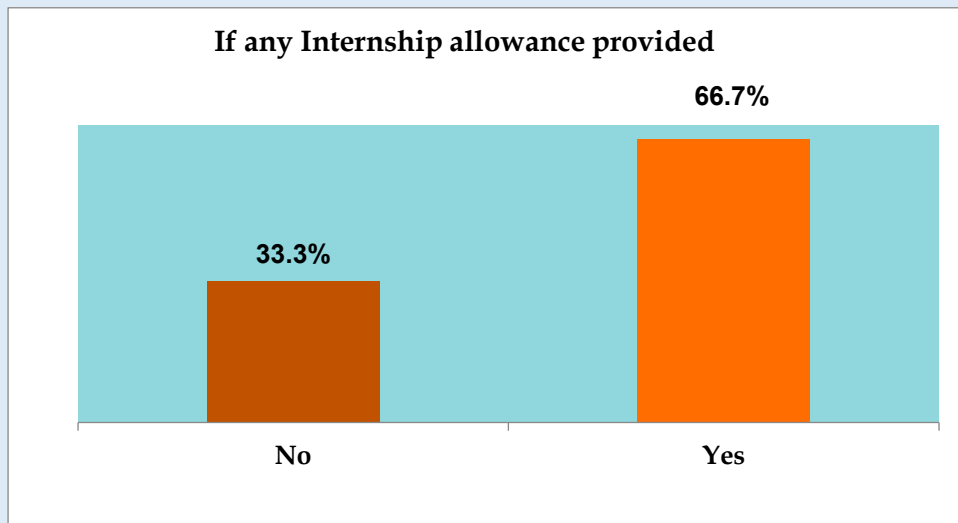
24. If yes, provided the employment categories and number of training offers



This chart, titled “If yes, provided the employment categories and number of Trainings offers,” breaks down how training opportunities are distributed among different employee categories. Skilled Workers top the list, receiving 34.9% of all training offers — signaling

strong investment in technical proficiency. Unskilled Workers are next at 25.4%, showing a substantial focus on up skilling the general workforce. Trainees/Interns received 20.6%, which aligns with onboarding or development programs for new talent. Middle Management received 12.7%, suggesting selective or strategic training for this level. Top Management received only 6.4%,

25. If any Internship allowance provided



This chart, titled “If any Internship allowance provided,” displays how organizations respond to the question of whether they offer an allowance to interns:

A clear 66.7% of respondents answered “Yes,” showing that the majority do provide financial support to interns. The remaining 33.3% answered “No,” meaning a third of organizations do not offer any internship allowance.

Table 02. Suggestions for government support

Suggestions for government support (Ex. training, subsidy, policies)	Numbers
policies	05
Training	09
Facilities and services	04
Total	18

A total of 18 suggestions were collected regarding how the government can better support individuals or businesses. These suggestions fall into three key categories.

Training Programs (9 suggestions):

The majority of respondents emphasized the need for skill development and capacity building. That the government should offer more vocational training, technical education, and entrepreneurship programs to improve employability and productivity.

Policy Improvements (5 suggestions):

Several participants highlighted the importance of having supportive government policies. These may include tax incentives, subsidies, simplified regulations, or export facilitation policies to create a more enabling environment.

Facilities and Services (4 suggestions):

A smaller but notable number of suggestions called for improved infrastructure, access to financial services, technology, and logistical support to enhance operational efficiency.

Recommendations

I. Strengthen partnerships between training institutes and industries

II. Promote demand-driven vocational training programs

III. Improve soft skills training for job seekers

IV. Establish a more robust employer-job seeker matching system

Encourage apprenticeships and internship programs

Conclusion

The job provider survey in Matara District highlights key employment trends, workforce needs, and training gaps. This information is essential for effective labour market planning and improving employment outcomes in the region.