

Message from the Chair, Panel of Judges

Participating in a national awards program is not merely about winning recognition; the true value lies in the organizational learning, quality improvement, and strategic development achieved through the application process itself. Applicants are encouraged to establish a cross-functional application committee comprising representatives from departments such as HR, marketing, finance, operations, transport and logistics, shipping, administration, IT, and customer service.

This process enables employees to understand the broader cross-sectional operations of the organization rather than remaining confined to their own departments. By collectively preparing the application, staff members gain valuable exposure to industry standards, professional benchmarks, operational excellence, sustainability practices, innovation requirements, and global expectations relevant to their sector. Repeated participation over the years helps organizations develop experienced internal teams capable of benchmarking performance and driving continuous improvement. The application process itself therefore becomes an internal quality assurance and institutional development exercise. I am pleased to note that several organizations which established such cross-functional application committees during the initial years of the awards program are now experiencing significant long-term benefits. These organizations have progressively developed the capability to approach the application process in a more structured, objective, and strategic manner, while simultaneously strengthening internal coordination, quality assurance practices, benchmarking capabilities, and organizational learning.

National awards are designed to create visibility for industry standards, encourage innovation, recognize good practices, and promote continuous improvement across all sectors. More importantly, such initiatives help organizations prepare for emerging Industry 5.0 challenges by encouraging human-centered innovation, digital transformation, sustainability, resilience, technology integration, and future workforce readiness. Ultimately, the broader objective of introducing these awards is to uplift the overall logistics performance, professionalism, competitiveness, and sustainability of Sri Lanka while contributing towards national economic development and global industry competitiveness.

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