

# Agricultural Extension and Organizational Management Glossary

Words, Terms  
and Definitions  
English, Sinhala  
& Tamil



Department of Agricultural Systems  
Faculty of Agriculture  
Rajarata University of Sri Lanka

**AGRICULTURAL EXTENSION  
AND  
ORGANIZATIONAL MANAGEMENT  
GLOSSARY**

**Words, Terms and Definitions in  
English, Sinhala and Tamil**

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## Foreword

Sri Lanka is a multinational and multilingual country. Sinhala and Tamil are official languages and English is a link language. Those who are competent in three languages are limited among the population but have added advantages because they can communicate with the many in the country as well as outside the country.

The ability to work other than the native language is considered as an additional qualification in the job market in Sri Lanka. Having identified the importance of multi-language competency, the Sri Lankan government is encouraging learning in trilingual languages, namely, Sinhala, Tamil, and English through modifying school and university curricula and providing additional increment to government employees who can work in more than one language. Nevertheless, trilingual subject glossaries are lacking in the country.

Having identified this gap, the Department of Agricultural Systems of the Faculty of Agriculture, Rajarata University of Sri Lanka started producing trilingual subject glossaries providing the meaning of keywords of the concerned subject in English, Sinhala, and Tamil. These subject glossaries are especially useful to university students who have studied in their native language, employees who are communicating with multi-language communities and planners/researchers who are preparing documents such as project proposals and research reports.

In 2022, the department is planning to issue four subject glossaries, i.e., Statistics, Agricultural Marketing, Agricultural Extension and Agricultural Systems under the financial assistance of the Department AHEAD project funded by the World Bank. The glossary is available on the internet in downloadable pdf and word formats. Limited hard copies have been published and made available in the university libraries and provided to those who need to purchase.

This Agricultural Extension and Organizational Management glossary describes 271 key terms of agricultural extension in English, Sinhala, and Tamil languages clearly and concisely with examples whenever necessary. The selected 271 words are widely used in agricultural extension and hence this glossary is useful for academics, planners and policy makers.

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## Glossary for Extension Education/Sociology/ Communication /Human Resource Management

விரிவாக்கல் கல்வி/ சமூகவியல்/ தொடர்பாடல்/ மனித வள முகாமைத்துவ கற்கைகளுக்கான சொற்களஞ்சியம்

### A

- 1. Ability/** **ஈகிசாவ / ஆற்றல், இயலுமை**  
The fact that somebody/something is able to do something.  
Ex: Adults have the **ability** to learn independently.
- 2. Absolute poverty /** **கிரசீக்ஷ டீஓகாவச / முழுமையான வறுமை**  
(அடிப்படை தேவைகளை பெற்றுக்கொள்வதற்குகூட போதுமான வருமானமின்மை)  
A condition characterised by severe deprivation of basic human needs, including food, safe drinking water, sanitation facilities, health, shelter, education and information.  
Ex: **Absolute poverty** is usually not common in the developed countries.
- 3. Accessibility/** **சூகா வீசூ ஈகிசாவ / (ஒன்றை) அனுகக்கூடிய**  
(அடையக்கூடிய/ பெற்றுக்கொள்ளக்கூடிய) தன்மை  
How easy something is to reach, enter, use, see, etc.  
Ex: Data **accessibility** and reliability are essential factors in today's business world.
- 4. Accountability/** **வகவீத / பொறுப்புள்ள (பொறுப்பு கூறக்கூடிய)**  
The fact of being responsible for your decisions or actions and expected to explain them when you are asked.  
Ex: Transparency and **accountability** are essential to a democratic government.

5. **Adaptability/** அனுபர்வனய விலு வுகியவ / இயைபாக்கமடையும்தன்மை

The quality of being able to change or be changed in order to deal successfully with new situations.

Ex: Small enterprises generally offer greater **adaptability** than larger firms.

6. **Ad-hoc/** வகக்காரீயச / குறிய்ப்பிட்ட தேவைக்காக உருவாக்கப்படுகின்ற (குறிய்ப்பிட்ட ஒன்றிற்காக)

Created for a particular purpose as necessary.

Ex: Problems were solved on an **ad-hoc** basis.

7. **Adoption/** சமகவ ஁ரூ விலு வட஁வ வீரகூய கிரீம/ இயல்பாக்கம்  
The decision to start using something such as an idea, a plan.

Ex: The widespread **adoption** of new information technology could save \$162 billion a year.

8. **Adult/** வடவீகிரீ / வயது வந்தோர்

A fully grown person who is legally responsible for their actions.

Ex: The obesity rate among **adults** has increased.

9. **Advocacy/** வசடே஁யச / பரிந்து பேசுதல்/ஆதாவளித்தல்

Support, advice and help given to people, often with special needs or aims, who are unable to speak for themselves.

Ex: All partners do **advocacy** work aimed at creating opportunities for farmers.

10. **Affective domain/** டூவ டூகீம, சிகீம வ஁ அலவெ஁டெச டூகூடவ் ஁வவ ஓ஁஁஁மீ க்ஷே஁யச/ உணர்வுசார் பகுதி/ உணர்ச்சிப் புலம் [உணர்வுகள், விழுமியங்கள், ஆர்வங்கள், உணர்ச்சிகள் போன்றவற்றை கற்கும் பகுதி

This domain includes the manner in which we deal with things emotionally, such as feelings, values, appreciation, enthusiasms, motivations, and attitudes.

Ex: The **affective domain** includes the feelings, emotions and attitudes of the individual.

**11. Agricultural extension** /காணி வலாச்சீகி / விவசாய விரிவாக்கம்

Agricultural extension is the application of scientific research and new knowledge to agricultural practices through farmer education.

Ex: **Agricultural extension** plays a crucial role in boosting agricultural productivity.

**12. Agricultural innovations** / காணிகார்தீகை நவீகவாச்சீகி / விவசாய புத்தாக்கம்

It refers new, modern or developed inputs and methods during the agricultural production process.

Ex: The diffusion of **agricultural innovations** is a process whereby new ways of doing things are spread within and between agrarian communities.

**13. Analysis**/ வீலீலீசகை / ஆய்வு (பகுப்பாய்வு)

The detailed study or examination of something in order to understand more about it; the result of the study.

Ex: Chemical **analysis** revealed a high content of copper.

**14. Andragogy**/ வடவீகிவி பூடீகலகைன்வ டீகிவூ லவா டீவீ கிசாவலீகை / வயது வந்தோருக்கான கல்வியியல் (வயது வந்தோருக்கு கற்பிக்கும் செயற்பாடு)

The method and practice of teaching adult learners; adult education.

Ex: Some teachers prefer **andragogy** because they would rather teach adults students than children, being less hassle.

**15. Anthropology**/வாழை வீகாவ/ மாணுவவியல்

Is a science that examines the socio-cultural development of the societies and biological origins of the human beings.

Ex: By examining past societies, those learned in **anthropology** believe they can solve world issues today.

**16. Applicant**/ டீகிவூகை / விண்ணப்பதாரி

A person who makes a formal request for something (= applies for it), especially for a job, a place at a college or university, etc.

Ex: The job **applicant** must have good verbal skills.

**17. Application/** අයදුම්පත/ விண்ணப்பம்

A formal (often written) request for something, such as a job, permission to do something or a place at a college or university.

Ex: He has filled his **application**.

**18. Approach/** ප්‍රවේශය / அணுகுமுறை

A way of dealing with somebody/something; a way of doing or thinking about something such as a problem or a task.

Ex: We must **approach** the problem from a different standpoint.

**19. Artificial Intelligence/** කෘතීම லுද්ධிய / செயற்கை நுண்ணறிவு

The branch of computer science concerned with making computers behave like humans. Artificial intelligence is much feted but its talents boil down to a superhuman ability to spot patterns in large volumes of data. In an HR setting artificial intelligence may be helpful to remove biases in decision making.

Ex: Modern developments in **artificial intelligence** are bringing a new light to past perceptions of how the human mind interacts with nature.

**20. Ascribed status/** ආරෝපිත සමාජ තත්වය/ நிர்ணயிக்கப்பட்ட சமூக நிலை (நபரொருவரின் திறமைகளையும் பண்புகளையும் கணக்கில்கொள்ளாது பிறப்பின் அடிப்படையில் வழங்கப்படும் சமூக நிலை)

A status assigned at birth or assumed involuntarily later in life, often based on biological factors, that cannot be changed through individual effort or achievement.

Ex: **Achieved status** is acquired based on merit, skills, abilities, and actions.



**21. Association/** සංගමය/ சங்கம், கழகம்

An official group of people who have joined together for a particular purpose.

Ex: The **association** is having its annual conference next week.

**22. Attitude/** ආකල්පය/ மனப்பான்மை/ மனப்போக்கு

The way that you think and feel about somebody/something; the way that you behave towards somebody/something that shows how you think and feel.

Ex: You have to change your **attitude**.

**23. Attrition/** සේවකයින් ස්වේච්ඡාවෙන් ඉවත් වීම / தொழிற்படை தேய்வு (நிறுவனமொன்றிலிருந்து தொழிலாளர்கள் சுயமாக விலகுவதன் மூலமாக தொழிலாளர் எண்ணிக்கை குறைவடைதல்)

A gradual voluntary reduction of employees (through resignation and retirement) who are not then replaced, decreasing the size of the workforce.

Ex: Staff reductions could be achieved through **attrition** and early retirements.

**24. Audience/** சேக்ஷகයින් / அவையோர் (பார்வையாளர்கள்)

The group of people who have gathered to watch or listen to something (a play, concert, somebody speaking, etc.).

Ex: He explains things without condescending to his **audience**.

**25. Audio/** ශ්‍රව්‍ය / ஒலி

Connected with sound that is recorded.

Ex: You can save the **audio** for editing later.

**26. Authoritarian leadership /** சீகாடிசதி நாடிக்கல்வடி / சர்வாதிகார தலைமை (அதிகாரமயப்பட்ட (ஆதிக்கப்போக்குடைய) தலைமை)

A management style in which an individual has total decision-making power and absolute control over his subordinates.

Ex: The president has come under increasing criticism from abroad for his increasingly **authoritarian leadership**.

**27. Authority/ அதிகாரம் / அதிகாரம்**

The power or right to give orders, make decisions, and enforce obedience.

Ex: The leader must be a person of **authority**.

**28. Autonomy/ சுயநிர்வாகம் / சுயநிர்வாகம்**

The degree of independence and freedom the job holder has.

Ex: Branch managers have full **autonomy** in their own areas.

## B

**29. Back pay/ பின்னாள் / பின்னாள்**  
(தொழில்நிலையத்தில் மேற்கொள்ளப்பட்ட பாரபட்சமான நடவடிக்கைகளால் ஏற்பட்ட பொருளாதார இழப்பினை ஒருவருக்கு மீள வழங்குதல்-நட்ட ஈடு)

Compensation for past economic losses (such as lost wages, fringe benefits, etc.), caused by discriminatory employment practices.

Ex: The workers are demanding their **back pay**.

**30. Ban the Box / அடிக்கல்படி / அடிக்கல்படி**  
விண்ணப்பிடுகிற வேலைவாய்ப்பு விண்ணப்பங்களில் குற்றவியல் வரலாறு உண்டா என வினவும் கேள்வி

Ban the box refers to the check box on employment applications asking whether the candidate has ever been convicted of a crime.

Ex: **Ban-the-box** laws require hiring managers to put off asking about a candidate's criminal history until after an interview has been conducted.

**31. Barter/ ஐவொர் குவெடிசகி/ பண்டமாற்று முறை/பண்டமாற்றம்**  
Form of countertrade in which goods having comparable values are exchanged under a single contract, within a specified period of time, and without any flow of money taking place.  
Ex: Paper money ceases to have any value and people resort to **barter**.

**32. Basic Salary/ மூலிக வுதுச / அடிப்படை சம்பளம் (வேதனம்)**  
Employee's current rate of pay and does not include any additional compensation, benefits and allowances.  
Ex: On top of the **basic salary** there are numerous other benefits.

**33. Behaviour/ ஂகீரீம்/ நடத்தை**  
The way in which one act or conducts oneself specially towards others.  
Ex: Your **behaviour** is an affront to public decency.

**34. Beliefs/ வீலொசசன்/ நம்பிக்கை**  
An acceptance that something exists or true specially without proof.  
Ex: A society should be judged on its **beliefs** and values.

**35. Benchmark Job/ வெனன் டகிசா சமெ சஃசன்டனச கிரீம் ஂடலா சூதீகிசக்**  
லெச ஂலீன கரன டகிசாவக்/ ஒப்பீட்டுக்குரிய வேலை (ஏனைய வேலைகளை ஒப்பிட்டு நோக்குவதற்கான தர நிலையாக பாவிக்கப்படும் தொழில்)  
A job that is used as a standard for comparison with other jobs, especially for deciding how much money people in similar jobs should be paid.

Ex: **Benchmark jobs** typically include common or frequently occurring jobs.

**36. Birth-rate/ ஁சன் ஂதுசானச / பிறப்பு வீதம்**  
The number of live births per 1,000 populations in a given year.



**42. Capacity building/** டார்ஐா வர்஑னச (சமக் கிரீ஑ீ ஑ுகிசாவ வர்஑னச) / (செயல்)திறன் உருவாக்கம்

Capacity building is the effort to increase capacity of civil society to support for policy development and institutional strengthening.

Ex: The focus is on enhancing skills and **capacity building** in the smallholder sector through improving and upgrading small-scale meat production and processing techniques.

**43. Capitalism/** ஑னலா஑ச/ முதலாளித்துவம்

An economic system in which the factors of production are privately owned and individual owners of capital are free to make use of it as they see fit; in particular, for their own profit.

Ex: Social deprivation is the unacceptable face of capitalism.

**44. Career /** வானீச / தொழில்

A job for which you are trained and in which it is possible to advance during your working life, so that you get greater responsibility and earn more money.

Ex: Self-perceived talents and values guiding a person to make his/her **career** decisions.

**45. Case study/** சிடீ஑ி ஑஑ாசனச/ நிலை (நிலைமை) ஆய்வு

A detail examination of a person, a group, a thing, a process or a situation over a period of time.

Ex: This is an interesting psychiatric **case study** of a child with extreme behavioural difficulties.

**46. Caste/** கலச / சாதி

A social group that includes people of the same economic status, occupation or rank.

**47. Casual employee/** ஑னிச஑ீ சேவகசா / ஒப்பந்த பணியாளர் A person engaged on an irregular basis and at short notice and where the offer

of engagement may be accepted or rejected on each and every occasion.

Ex: **Casual workers** are requested to sign the contract.

**48. Change agent** / සංවිධානයක සිටින පුද්ගලයන්ගේ වෙනස් වීමක් සඳහා උත්තේජනය කරන පුද්ගලයෙකි/ மாற்றத்திற்கான முகவர் (உ.ம்: விரிவாக்கல் உத்தியோகத்தர்)

A group or individual whose purpose is to bring about a change in existing practices of an organization that have become entrenched routines.

Ex: Our **change agent** has compiled a list of procedures that must change in order for us to achieve our business goals.

**49. Class**/ සමාජ පන්තිය/ வகுப்பு (தனிநபர் அல்லது குழுவின் சமூக பிரிவு)

An individual's or group's position within the social hierarchy, typically based on power, prestige, and wealth.

Ex: **Class** differences can divide a nation.

**50. Class system**/ පන්ති පද්ධතිය / வகுப்பு முறை

A stratified system based on socioeconomic status in which individuals have the potential (real or imagined) for mobility.

Ex: So he picked the one profession that would work around the **class system**.

**51. Closed system**/ (සංවෘත) සමාජ පද්ධතියක් / மூடிய (சமூக) தொகுதி  
Social system in which there is little or no possibility of individual mobility.

Ex: The Indian caste system is an example of **closed system**.

**52. Code of ethics**/ ආචාර ධර්ම පද්ධතිය / நெறிமுறை (ஒழுக்கமுறை) குறியீடுகள்

A written set of expectations that an organization has for its employees to conduct business in an honest manner.

Ex: The companies has its own **code of ethics**.

**53. Co-Employment/** வணிக சேவையக சம்பந்தம்/ தொழில் வழங்குநர் மற்றும் பணியாளர்களை வழங்கும் நிறுவனங்களுக்கிடையிலான பொறுப்புக்களை பங்கிடுவதற்கான ஒப்பந்த அடிப்படையிலான உறவு

Co-employment refers to the relationship between an employer and a professional employer organization (PEO), staffing agency or employee leasing firm, based on a contractual sharing of liability and responsibility for employees.

Ex: A worker who is begrudgingly working as an independent contractor in a **co-employment** arrangement can expose your company to risks.

**54. Cognitive domain/** தனது அறிவு, சிந்தனை மற்றும் புரிந்துகொள்ளும் திறன் / அறிவுசார் பகுதி

It refers the area of human learning that involves knowing, thinking and understanding.

Ex: We consider them here for their insight into systems that acquire representations appropriate for a **cognitive domain** through a learning process.

**55. Colonialism/** சமீப காலம் / குடியேற்றவாதம்/ காலனித்துவம்  
The policy or practice of a wealthy or powerful nation's maintaining or extending its control over other countries, especially in establishing settlements or exploiting resources.

Ex: The town grew under the influence of **colonialism**.

**56. Communication/** சந்தர்ப்பம்/ தொடர்பாடல்

A process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour.

Ex: There is no **communication** between these two places.

**57. Communication channels/** ஈன்கிவெடன தாகூகா/ துடா஁ர்பாடல் ஁டகம்

The medium or route through which a message is communicated to its recipients.

Ex: The **communication channels** to senior management are more direct.

**58. Communication gap/** ஈன்கிவெடன ஁ரகரச / துடா஁ர்பாடல் இடவெளி

A difficulty in or barrier to the communication between two groups, places, etc.; a difference or disparity which causes this.

Ex: Another obstacle to congressional effectiveness is the **communication gap** between the executive and legislative branches.

**59. Communication skills/** ஈன்கிவெடன கூ஁ரகா / துடா஁ர்பாடல் துறன்கள்

Communication skills are the abilities you use when giving and receiving different kinds of information.

Ex: You need good **communication skills** for this job.

**60. Community/** ஁தா஁஁ / ஁முகம்

The people living in one particular area or people who are considered as a unit because of their common interests, social group, or nationality.

Ex: He's well known in the local **community**.

**61. Community development/** ஁தா஁ ஁வரீதகை / ஁முக அபிவிருத்தி (முன்னேற்றம்/ மேம்பாடு)

The activity of working with the people from a particular area in order to try to improve their quality of life.

Ex: The university actively works in the field of sustainable **community development** through its various social responsibility initiatives.



**62. Community outreach/** සංවිධානයක් ප්‍රජාව සමඟ සම්බන්ධ වීම හෝ බලපෑම් කිරීම, විශේෂයෙන් ආගම හෝ සමාජ සුබසාධන සන්ර්දහය තුළ/ சமூகத்திற்குள்ளான ஊடுருவல்

An organization's involvement with or influence in the community, especially in the context of religion or social welfare.

Ex: They may do more work in the areas of **community outreach** and preventive care than managers of a group practice.

**63. Compatibility/** අනුකූලතාව / பொருத்தப்பாடுடைய (இணக்கமான தன்மை)

A state in which two things are able to exist or occur together without problems or conflict.

Ex: He argues for the **compatibility** of science and religion.

**64. Compensation/** වන්දි/ இழப்பீடு/ நட்பு ஈடு

Money that is paid to someone in exchange for something that has been lost or damaged or for some problem.

Ex: You should claim **compensation** for your accident.

**65. Competence/** නිපුණතාවය/ (செயல்)தகுதி/ ஆற்றல்

A set of demonstrable characteristics and skills that enable to improve the efficiency of and performance of a job.

Ex: He reached a reasonable level of **competence** in his English.

**66. Complexity/** සංකීර්ණත්වය / சிக்கல் தன்மை

The state or quality of being intricate or complicated.

Ex: He was impressed by the **complexity** of the human resource.

**67. Comprehension/** අවබෝධය/ புரிந்துகொள்ளும் திறன்

The ability to understand completely and be familiar with a situation, facts, etc.

Ex: The task requires a good **comprehension** of complex instructions.

**68. Comprehensive/ விசீகீர்ண / பரந்த/ முழுமையான / (ஒரு விடயம் தொடர்பில் அனைத்தையும் உள்ளடக்கிய)**

Dealing with all or nearly all elements or aspects of something.

Ex: They offer a **comprehensive** training in all aspects of the business.

**69. Conflict perspective/ கெழித் தீர் தீர்ணய / முரண் நோக்கு/ முரண் கண்ணோட்டம்**

Sociological approach that assumes that social behaviour is best understood in terms of conflict or tension between competing groups.

Ex: One major teaching of the **conflict perspective** has it that conflict arises from the dissimilar goals and interests of different social groups.

**70. Conformity/ அனுசுலாவ/ ஒத்துப்போதல்/ இணங்கிச்செல்லல்**

Behaviour that follows the usual standards that are expected by a group or society.

Ex: The corporate culture demands a certain **conformity** of appearance.

**71. Consultant/ அபதீகைதீர் / ஆலோசகர்**

A person who is specialist in a particular subject and whose job is to give advice and information to business, government organizations, etc.

Ex: The company has hired a **consultant** to carry out the study.

**72. Contingency recruiting/ வைன பார்ணீய னெலா கெழித் / மூன்றாம் தரப்பின் மூலமான ஆட்சேர்ப்பு**

Contingency recruiting is when an organization hires a recruiting agency or contract recruiter to find candidates for an open position.

Ex: **Contingency recruiting** firms often maintain databases of prospective employees, which helps make selecting candidates for jobs easier.

**73. Contract farming/** കോൺട്രാക്ട് റോലിങ്കു / ഓപ്പൻ്റ് അഡിപ്ഡൈഡിലാൻ വിവശായമ്

Contract farming involves agricultural production being carried out on the basis of an agreement between the buyer and farm producers.

Ex: **Contract farming** is not the only precaution to solve all related problems of agricultural production and marketing systems.

**74. Cost-benefit analysis /** ഓറിവുഡ പ്രതിലാല വിശ്ലേഷകുഡ / കിരഡ-അനുകുല പകുപ്ഡായമ്

The process of comparing the costs involved in doing something to the advantage or profit that it may bring.

Ex: The **cost-benefit analysis** found that employing apprentices can save a company up to 15% in labour costs on large-scale projects.

**75. Crime/** അപരാധം/ കുന്ററമ്

An action or activity that is against the law, or illegal activity generally.

Ex: Unemployment is associated with a rising **crime** rate.

**76. Cultural change/** ഓഷ്കാതിക വേനാഷ് വിമ / കലാഷ്ശാര മാന്ററമ്

Modification of a society through innovation, invention, discovery, or contact with other societies.

Ex: To win a significant amount of new business would require a big **cultural change** at the company.

**77. Cultural relativism/** ഓഷ്കാതിക ഓഷ്കുതാവാദം/ കലാഷ്ശാര ശാർപിഡൽവാതമ്

Refers to the idea that people's values, knowledge and behaviour must be understood within their own cultural context.

Ex: According to **cultural relativism**, slavery is wrong if our society disapproves of it.

**78. Cultural universals/ සෑම සංස්කෘතියකම දක්නට ලැබෙන පොදු භාවිතයන්/ கலாச்சார பொதுமை**

Is an element, pattern, trait, or institution that is common to all human cultures worldwide.

Ex: He is mainly known for the controversial claim that religion is not a **cultural universal**.

**79. Culture/ සංස්කෘතිය/ கலாச்சாரம்**

The way of life, including their attitudes, values, beliefs, arts, sciences, modes of perception, and habits of thought and activity of a particular group of people at a particular time.

Ex: Many people in the younger generation, under age 30 or so, are reacting against the **culture** of divorce.

**80. Culture lag/ සංස්කෘතියට හුරුවීමට ඇති ප්‍රමාදය/ கலாச்சார பின்னடைவு**

The gap of time between the introduction of material culture and nonmaterial culture's acceptance of it.

Ex: **Cultural lag** has been around since man first invented the wheel.

**81. Culture shock/ සංස්කෘතිය නිසා හටගත් නුහුරු බව / கலாச்சார அதிர்வு**

The feeling of surprise and disorientation that is experienced when people witness cultural practices different from their own.

Ex: She experienced great **culture shock** when she first came to Europe.

**82. Custom/ වාරිතය/ வழக்கம் (சமூக வழக்கம்)**

A traditional and widely accepted way of behaving or doing something that is specific to a particular society, place, or time.

Ex: The celebration of Christmas is a **custom**.

## D

**83. Decentralization/ விமலாலை கிரீல/ பரவலாக்கம் (அதிகார பரவலாக்கம், வளப்பரவலாக்கம், செயற்பாட்டு பரவலாக்கம்)**

The transfer of power, resources and functions away from a centralised authority to private entities.

Ex: **Decentralization** can be a way of improving access to services, tailoring government actions to private needs, and increasing the opportunities for state-society interactions.

**84. Decision-making process/ திரகை கெதிலே துலாலுல / தீர்மானிக்கும் (முடிவெடுக்கும்) செயற்பாடு**

The cognitive process resulting in the selection of a belief or a course of action among several possible alternative options.

Ex: Our employees are encouraged to participate in the **decision making process**.

**85. Decode/ விசுக்கலை கிரீல / குறிமுறை நீக்கம் (குறி நீக்கம்-குறியீடுகளை தகவல்களாக மாற்றுதல்)**

The process of converting code into plain text or any format that is useful for subsequent processes.

Ex: The challenge is to **decode** the message they are sending us.

**86. Democratic/ பூலானதுலாடி / சனநாயகம்**

A country, state or system controlled by representatives who are elected by the people of a country; connected with this system.

Ex: Education is the basis of a **democratic** society.

**87. Denomination/ திகாஸன்/ சமய(மத) பிரிவுகள்**

Large, organized religion not officially linked with the state or government.

Ex: The firm is still operating under another **denomination**.

**88. Development/** සංවර්ධනය / அபிவிருத்தி

A process in which someone or something changes from one state to another to improve the situation.

Ex: The company can offer a number of opportunities for career **development**.

**89. Diffusion of innovation/** නව්‍යීකරණ ව්‍යාප්තිය / புத்தாக்கத்தின் பரவல் (பரவுகை)

Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread.

Ex: The **diffusion of innovation** theory has been largely influenced by the work of rural sociologists.

**90. Dignity/** ගරුත්වය/ கௌரவம்/ கண்ணியம்

The state of being worthy of respect.

Ex: She accepted the criticism with quiet **dignity**.

**91. Discovery/** සොයාගැනීම/ கண்டுபிடித்தல்

An act or the process of finding somebody/something, or learning about something that was not known about before.

Ex: Scientists announced the **discovery** of a new species of plant.

**92. Discrimination/** වෙනස්කම් කිරීම/ பாகுபடுத்தல் (பாகுபாடு/வேறுபாடு)

The unjust or prejudicial treatment of different categories of people, especially on the grounds of race, age, sex, or disability.

Ex: Many employers have recognized that age **discrimination** is unfair.

**93. Distance Learning/** දුරස්ථ ඉගෙනීම/ தொலைதூர கற்றல்

A method of studying in which lectures are broadcast or lessons are conducted by correspondence, without the student needing to attend a school or college.

Ex: They are offering Saturday courses, combined with **distance learning** materials, to upgrade their skills.

**94. Diversity/ විවිධත්වය/ பல்வகைமை (பல்வேறுபட்ட)**

A variety of different cultures or traditions within a group.

Ex: There is a need for greater **diversity** and choice in education.

**95. Division of labour/ ஓம் விவாகம்/ தொழிலாளர் பிரிவு**

The assignment of different parts of a manufacturing process or task to different people in order to improve efficiency.

Ex: Society is challenging the traditional gender **division of labour**.

**96. Downsize/ அடி கிரீம்/ஆட்குறைப்பு**

The act of reducing the number of people who work in a company, business, etc. in order to reduce costs.

Ex: The company is planning to **downsize** next year.

**97. Dual Labor Markets/ டீவீவ் ஓம் வெல்டெபை/ இரட்டை தொழிலாளர் சந்தை**

Dual labor market refers to the theory that the labor market, is separated into two categories: the Primary Sector and the Secondary Sector.

Ex: The downturn has highlighted the gross unfairness of the **dual labour market**.

**98. Dysfunction/ அகிரீகாவ/ செயற் பிறழ்வு /செயலின்மை**

An element or a process of society that may disrupt a social system or lead to a decrease in stability.

Ex: Crime can bring **dysfunction** to communities.

## E

### 99. **Education/** අධ්‍යාපනය / கல்வி

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, morals, beliefs, habits, and personal development.

Ex: The applicants had comparable **educations**.

### 100. **Egalitarian family/** සමානාත්මක පවුල/ சமத்துவ குடும்பம் ( அதிகார சமத்துவம் கொண்ட குடும்பம்)

A family in which power is shared more or less equally by both partners.

Ex: In **egalitarian families**, the household roles were shared equally between mothers and fathers.

### 101. **Empathy/** සංවේදනය / ஒத்துணர்வு ( பிறர் உணர்வறியும் தன்மை)

The ability to understand and share the feelings of another.

Ex: **Empathy** for the individual's needs, sensory processing problems, and need for routine is of great benefit.

### 102. **Employee assessments/** සේවක තක්සේරුව / தொழிலாளர் மதிப்பீடு

Performance appraisals or reviews used to evaluate employees' performance and productivity.

Ex: **Employee assessments** are usually done for compensation review, performance improvement, promotions, terminations etc.

### 103. **Employee induction/** සේවක ජ්‍යේරණය/ தொழிலாளரை குாண்டல்/உந்துதல்

The process for welcoming newly recruited employees and supporting them to adjust to their new roles and working environments.



Ex: The aim is to develop an effective **employee induction** course for new academic staff that will address their particular requirements.

**104. Employee relations/ சேலக சடெகா/ தொழிலாளர் உறவுகள்**  
(தொழிலாளர்களுடனான நிறுவனத்தின் உறவு)

The relationship between employees and managers in a company, especially whether the employees feel happy with their working conditions and involved in making decisions.

Ex: Companies that have good **employee relations** and good environmental policies are likely to outperform the broader market over time.

**105. Employee retention/ சேலகசன் ரெலா கலா கெகீல / தொழிலாளரை**  
தக்கவைத்தல்

Practices and policies designed to create a work environment that makes employees want to stay with the organization, thus reducing turnover.

Ex: A comprehensive employee **retention program** can play a vital role in both attracting and retaining key employees, as well as in reducing turnover and its related costs.

**106. Employee welfare/ சேலக சூகசாடகச / தொழிலாளர் நலன்**

Employee welfare is a comprehensive term including various services, benefits and facilities offered to employees & by the employers. Through such generous fringe benefits the employer makes life worth living for employees.

Ex: Companies are becoming more concerned with efficiency and share prices, less concerned with **employee welfare**.

**107. Empowerment/ சலீலெ கெகீலீல/ ஆற்றலளித்தல்**

The sharing of control, information and technology to allow individuals to grow, participate and contribute to a process for their own benefit.

Ex: This government believes very strongly in the **empowerment** of women.

**108. Encoding/** கේந்தகய கிரீத./ குறியாக்கம் (தகவல்களை குறியீடுகளாக மாற்றுதல்)

Convert ideas into commonly accepted symbols / to change something into a system for sending messages secretly, or to represent complicated information in a simple or short way.

Ex: We should **encode** the message for security reasons.

**109. Endogamy/** பூதேகீய பூபாவக, லங்கயக தைர் தைர்தூயக கீதாவந் தூல பதகைக் வீவத வீதே லாரீதூய / (ஒரே பிரிவினருக்கிடையிலான) தூகமணம்  
The custom of marrying only within the limits of a local community, clan, or tribe.

Ex: **Endogamy** was common because marriage across caste lines was socially unacceptable.

**110. Ethnic group/** பனலாரீகிக கானீவாயத / இனக் குழூ

A community or population made up of people who share a common cultural background or descent.

Ex: I think they are quite feisty and they tend to stick to their own **ethnic group**.

**111. Ethnocentrism/** பனலாரீகிகலாதய / இன மையவாதம்

Evaluation of other cultures according to preconceptions originating in the standards and customs of one's own culture.

Ex: Common barriers to this goal, though, include the problem of **ethnocentrism** - the pervasive, often unconscious belief that one's own culture is superior to all others.

**112. Evaluation/** தூதகீத / மதிப்பீடு

The process of change and development in human societies that results from cumulative change in their stores of cultural information available.

Ex: We thank our peer reviewers for their critical **evaluation** of the article.

**113. Experiment/ பரீක්ஷணம் (அறிவுடைவு) / பரிசோதனை**

A scientific procedure undertaken to make a discovery, test a hypothesis or demonstrate a known fact.

Ex: This shows agreement between the theoretical analysis and the **experiment** result.

**114. Extended family/ விசேஷ பிள்ளைகள் / கூட்டுக்குடும்பம்**

A family which extends beyond the nuclear family to include grandparents and other relatives.

Ex: An **extended family** is an expansion of the nuclear family.

## F

**115. Family/ பிள்ளைகள் / குடும்பம்**

Set of people related by blood, marriage (or some other agreed-upon relationship), or adoption who share the primary responsibility for reproduction and caring for members of society.

Ex: He wants to spend more time with his **family**.

**116. Feedback/ பின்னொட்டம் / பின்னூட்டம்**

Is the process of reaching the whole or some parts of the messages sent out by the source to the receiver and the reactions of the receiver turning back (cannot turn back) to the source during the communication process.

Ex: We need both positive and negative **feedback** from our customers.

**117. Flexibility/ නමාසීලී වෙ/ நெகிழ்வுத்தன்மை**

The ability to change to suit new conditions or situations.

Ex: Employees expect **flexibility** in the workplace.

**118. Focus group/ ඉලක්ක කණ්ඩායම/ இலக்குப்படுத்தப்பட்ட குழு**

A small group of key informants (usually six to twelve informants) who are conducted a discussion, which is facilitated by the interviewer, on the key issues of the value chain survey.

Ex: By literature review and **focus group** discussion, qualitative study justifies the quantitative result.

**119. Folkways/ ජන ආචාර ධර්ම / குடிவழக்கு/ (குறிப்பிட்ட சமுதாயத்தின்/குழுவின் பாரம்பரிய வழக்கங்கள்)**

The traditional behaviour or customs of a particular community or group of people.

Ex: The life of society consists in making **folkways** and applying them.

**120. Formal education/ විධිමත් අධ්‍යාපනය/ முறைசார் கல்வி**

The structured education system that runs from primary (and in some countries from nursery) school to university, and includes specialised programmes for vocational, technical and professional training.

Ex: In old China, eighty percent of the children received no **formal education**.

**121. Formal organizations/ විධිමත් සංවිධාන / முறைசார் நிறுவனங்கள்**

An organisational structure where the rules are established in place for undertaking operations and processes. These rules are specific so that there is no scope for misunderstanding and are written down to avoid any confusion later on.

Ex: They don't have a **formal organization**, membership, posters or agenda.

**122. Fruition** / ක්‍රියාවලියක සාර්ථක ප්‍රතිඵලය / சாதகமான பலன்/ சாதகமான விளைவு

The successful result of a plan, a process or an activity.

Ex: These plans take time to come to **fruition**.

## G

**123. Gender**/ ස්ත්‍රී පුරුෂ භාවය/ பாலினம்

Masculine or feminine attributes assigned to men and women in different societies.

Ex: There is no **gender**, racial, or ethnic predilection.

**124. Gender equality**/ ස්ත්‍රී පුරුෂ සමානාත්මතාවය/ பாலின சமத்துவம்

Ensuring that both women and men have equal access to the opportunities, rights, resources and voice that allow people to pursue a life of their own choosing and to avoid extreme deprivations in outcomes.

Ex: Employment laws were revised with **gender equality** being introduced in salary pay.

**125. Gender roles**/ ස්ත්‍රී පුරුෂ සමාජ භූමිකාවන්/ பாலின கதாபாத்திரம்

Social roles encompassing a range of behaviors and attitudes that are generally considered acceptable, appropriate, or desirable for a person based on that person's sex.

Ex: He clearly portrays the pressures that changing **gender roles** exert on family life.

**126. Gesture**/ අභිනය/ பாவனை/ சைகை

A movement usually of the body or limbs that expresses or emphasizes an idea, sentiment, or attitude.

Ex: They communicated entirely by **gesture**.

**127. Goal/ ஓலக்கய/ இலக்கு**

The purpose or intention of the multi-stakeholder engagement.

Ex: Their primary **goal** is to make a profit.

**128. Grievance/ டூக்஁தலீலீ / மனக்குறை**

The employee's dissatisfaction with company's work policy and conditions because of an alleged violation of law. They may or may not be justified and usually represent the gap between what the employee expects and gets from the company.

Ex: Some people will complain even if they have no genuine **grievance**.

**129. Grievance handling/ டூக்஁தலீலீ ஁஁ரலீல/ மனக்குறைகளை கையாளல்**

The management of employee dissatisfaction or complaints (e.g. favouritism, workplace harassment, or wage cuts).

Ex: **Grievance handling** is necessary for maintaining harmonious industrial relations.

**130. Group/ க஁லயல / குழு**

Is a collections of people who share some common goals and norms and whose relationships are usually based on interactions.

Ex: This **group** includes people of all ages.

## H

**131. Hawthorne effect/ Hawthorne ஁ல஁ல / அவதானிப்பாளர்கள் அல்லது பரி஁ாதனைகள் தமது அவதானிப்பிற்குரிய/ பரி஁ாதனைக்குரிய நபர்களில் ஏற்ப஁த்தும் திட்டமிடப்படாத ஁ல்வாக்கு(விளைவு)**

The alteration of behaviour by the subjects of a study due to their awareness of being observed.

Ex: The novelty effect, demand characteristics and feedback on performance may explain what is widely perceived as the **Hawthorne effect**.

**132. Head hunter/** ආයතනික තනතුරු පිරවීම සඳහා වෙනත් ස්ථානයක සේවයේ යෙදී සිටින සුදුසු අපේක්ෂකයින් හඳුනාගෙන ඔවුන් වෙත ළඟා වන පුද්ගලයෙකි/ சிறந்த தொழிலாளர்களை கண்டு பிடித்து தொழிலுக்கு ஈர்க்க முயற்சிக்கும் ஒரு சிறப்பு தேர்வாளர்

A person who identifies and approaches suitable candidates employed elsewhere to fill institutional positions.

Ex: A **headhunter** offering you a wonderful new position at a higher salary.

**133. Hierarchy/**ධුරාවලිය / படிநிலை

A system in which members of an organization or society are ranked according to relative status or authority.

Ex: The initiative was with those lower down in the **hierarchy**.

**134. Holistic/** සමස්ථ/ முழுமையான/ பூரணமான

An approach in which one looks at the whole situation, taking into account all parts involved.

Ex: Ecological problems usually require **holistic** solutions.

**135. HR Audit/** මානව සම්පත් විගණනය / மனிதவள திறனாய்வு

An objective examination of your business's HR policies, practices, and procedures.

Ex: There are multiple types of **HR audits** with differing goals.

**136. Human Capital/** මානව ප්‍රාග්ධනය/ மனித மூலதனம்

The collective skills, knowledge and competencies of an organization's people that enables them to create economic value.

Ex: The education system is central to the development of skills and **human capital**.

**137. Human relation competency/** **මානව සම්බන්ධතා නිපුණතාවය/**  
**மனிதர்களுடன் நல்லுறவுகளை ஏற்படுத்திக்கொள்ளும் திறன்**  
The ability of understanding and dealing with people without creating disorders, conflicts and confusions.

Ex: Some people underestimate the problems that can arise from poor **human relations competency**.

**138. Human resource /** **මානව සම්පත /** **மனித வளம்**

The personnel of a business or organization, regarded as a significant asset in terms of skills and abilities.

Ex: The company has trained **human resource** professionals on staff who interview the former employers.

**139. Human resource department/** **මානව සම්පත් දෙපාර්තමේන්තුව /**  
**மனித வள திணைக்களம்**

Special section of an organization established under the leadership of a manager specialized in HRM ,responsible for managing employee-related resources.

Ex: Employment and training of staff in co-ordination with **Human Resource Department**.

**140. Human Resource Development-HRD/** **මානව සම්පත් සංවර්ධනය /**  
**மனித வள மேம்பாடு(அபிவிருத்தி)**

It refers to the vast field of training and development provided by organizations to increase the knowledge, skills, education, and abilities of their employees and this process begins upon the hiring of a new employee and continues throughout that employee's tenure with the organization.

Ex: **Human resource development** is learning oriented process.

**141. Human resource management/** **මානව සම්පත් කළමනාකරණය/**  
**மனித வள முகாமைத்துவம்**



It is the practice of recruiting, hiring, deploying and managing an organization's employees.

Ex: Encouragement is the kernel of **human resource management**.

**142. Human resource planning** /மாவை சமீபன் சரூ஑ுமீ கிரீம/ மனித வள திட்டமிடல்

The process by means of which the agripreneur ensures that he has the right workers, who are capable of completing specific tasks.

Ex: **Human resources planning** ensures the best fit between employees and jobs while avoiding manpower shortages or surpluses.

I

**143. Identity** /஁னனாவை/ அடையாளம்

The qualities, beliefs, personality traits, appearance, and/or expressions that characterize a person or group.

Ex: These days people change their **identity** for political reasons to survive.

**144. Image** /புகிரூபை / உருவகம்/ மனப்படிமம்

The general impression that a person, organization, or product presents to the public.

Ex: The advertisements are intended to improve the company's **image**.

**145. Implementation** /கிரூபை கிரீம/ நடைமுறைப்படுத்தல்

The carrying out, execution, or practice of a plan, a method, or any design, idea, model, specification, standard or policy for doing something.

Ex: There is a ten-year time frame for the **implementation** of the new policies.

**146. Incentive/** දිරිගැන්වීම/ ஊக்கத்தொகை

Rewards given to employees in monetary or non-monetary form in order to motivate them to work more efficiently.

Ex: Bonus payments provide an **incentive** to work harder.

**147. Increment/** වැඩි කිරීම / (சம்பள) அதிகரிப்பு

An increase or addition, especially one of a series on a fixed scale.

Ex: The contract includes a salary **increment** every six months.

**148. Induction/** ජ්‍යෙෂ්ඨය/ தூண்டல்

The process for welcoming newly recruited employees and supporting them to adjust to their new roles and working environments.

Ex: All new employees are required to attend the **induction** training, and must pass the exam before starting working.

**149. Industrial society/** කාර්මික සමාජය / கைத்தொழில்துறை சமூகம்

A society driven by the use of technology and machinery to enable mass production, supporting a large population with a high capacity for division of labour.

Ex: The country is in transition from an agricultural to an **industrial society**.

**150. Information/** තොරතුරු/ தகவல்

Is the deliberate and systematic transfer of knowledge by means of processed facts and data aimed at opinion forming or decision making.

Ex: You may need to enter this **information** manually.

**151. Information and communication technology/** තොරතුරු සහ සන්නිවේදන තාක්ෂණය/ தகவல் தொடர்புபாடல் தொழிநுட்பம்

The integration of communication devices, applications and services, including computers and computer networks, mobile phones and

television to enable users to access, store, transfer and manipulate information.

Ex: **Information and communication technology** has increased the connectedness among the people around the world.

**152. In-group/** பூட்டெலக்ட்ரானிக்ஸ் மனோபீஷியல் காம்யூனிகேஷன் டீஸ்ட்ரீப்யூஷன்  
ஒன்றுக்குள் ஒருவர் உணர்ந்துகொள்ளும் குழு/பிரிவு

A social group to which a person psychologically identifies as being a member.

Ex: Decategorization often causes **in-group** members to perceive fewer similarities among themselves.

**153. Innovation/** நவீகாக்கல்/ புத்தாக்கம்

The practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services.

Ex: The company is very interested in product design and **innovation**.

**154. Innovative/** நவீகாக்கல்/ புதுமையான

Capable of creating thinking and introducing new and original ideas.

Ex: An **innovative** renewal programme gives the urban poor legal protection, provides basic amenities and encourages self-help work.

**155. Innovator/** நவீகாக்கல்/ புத்தாக்குநர்

An individual who is known for creative thinking and for introducing new methods to original processes.

Ex: She has won a reputation as a leading **innovator** in the industry.

**156. Institutional/** அமைதி/ நிறுவன

The structures, rules and regulations that determine the behaviour of individuals within a community or region.

Ex: This principle alone required **institutional** arrangements, regulation and supervision.

**157. Invention/ නව නිපැයුම්/ புத்தாக்கம் (புதிதாக கண்டுபிடித்தல்)**

The act of bringing ideas or objects together in a novel way to create something that did not exist before.

Ex: They demonstrated the new **invention** to the farmers.

## J

**158. Job analysis/ රැකියා විශ්ලේෂණය / தொழில் (பணி) ஆய்வு**

The process of gathering and analyzing information about the content and the human requirements of jobs, as well as, the context in which jobs are performed.

Ex: The deputy head normally conducting the **job analysis**.

**159. Job description/ රැකියා විස්තරය/ தொழில் விவரணம்**

Job Description is a broad and written statement of a specific job in the organisation, based on the findings of a the job analysis. It generally includes duties, purpose, responsibilities, scope, and working conditions of a job along with the title of the job, and the name or designation of the person to whom the employee will reports.

Ex: A **job description** is provided, along with a list of qualifications.

**160. Job design/ රැකියාවකට අදාළ කාර්යය හා වගකීම් නිර්මාණය කිරීම/ தொழில் வடிவம்(கட்டமைப்பு)**

The function of arranging tasks, duties and responsibilities into an organisational unit of work for the purpose of accomplishing the primary goal and objectives of the organisation.

Ex: Workers were unhappy because of poor **job design**.

**161. Job enlargement/ රැකියාවක විෂය පථය වැඩි කිරීම / தொழில் (பணி) விரிவாக்கம் (தற்போதைய பணியின் நோக்கம், கடமைகள் போன்றவற்றை விரிவுபடுத்தல்)**

The horizontal expansion of a job. It involves the addition of tasks at the same level of skill and responsibility. It is done to keep workers from getting bored.

Ex: Small companies may not have as many opportunities for promotions, so they try to motivate employees through **job enlargement**.

**162. Job enrichment/** රැකියා සුපෝෂණය/ தொழில் (பணி) வளப்படுத்தல் ( தொழில் அதிகாரம் மற்றும் பொறுப்புக்களை அதிகரித்தல்)

The addition to a job of tasks that increase the amount of employee control or responsibility. It is a vertical expansion of the job.

Ex: **Job enrichment** gives employees more autonomy and freedom in performing their existing responsibilities.

**163. Job involvement/** සේවකයා රැකියාවට සහභාගී වීම සඳහා වන ප්‍රේරණය/ தொழில் ஈடுபாடு

Job involvement is the degree to which an employee identifies with his or her job, actively participates in it, and considers his or her job performance to be important to his or her self-worth.

Ex: Employees who have an internal locus of control and feel less alienated are more likely to experience job satisfaction, **job involvement** and organizational commitment

**164. Job rotation/** එක් රැකියාවකින් වෙනත් රැකියාවකට මාරු කිරීම/ (பணியாளர்களுக்கிடையில்) சுழற்சி முறையிலான தொழில்- தொழில் சுழற்சி

A management approach where employees are shifted between two or more assignments or jobs at regular intervals of time in order to expose them to all verticals of an organization.

Ex: An employee on **job rotation** shall retain eligibility for promotional opportunities

## K

**165. Key Performance Indicators (KPIs)** / ப்றொன கார்ட்டு சூடென தீர்ணகை / ப்ரதான செயல் த்றென் குறிகாட்டிகள்

A quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.

Ex: **Key performance indicators** show big improvements and delivery times have been reduced.

**166. Kinship** / ங்கிஷ் / சகோதரத்துவம்

It refers to how individuals are related to one another (by blood, marriage or adoption).

Ex: Different ethnic groups have different systems of **kinship**.

**167. Knowledge** / த்றூஷு / அறிவு

Facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject.

Ex: To understand this problem, consider our relationship with **knowledge** over the centuries.

## L

**168. Labor Market** / ஙூ஡ு வெல்த்லே / த்றூழிலாளர் சந்தை

Geographical region (local, national or international) in which labor transactions occur employers find workers and workers find work.

Ex: For now the only bright spots in the **labor market** are small businesses and high-tech start-ups.

**169. Laggards** / நவ த்றூஷுக் லே த்றூஷுடனக த்றூஷுதென கரன ச்றூஷுதெனக த்றூஷுதென க்றூஷுதென / ப்ரெதங்கியோர் (சனத்தொகையென்றில், புதிய உற்பத்தி அல்லது நடைமுறைகளுக்கு இறதியாக பழக்கப்படுவோர்)

The last people in a population to adopt a new system or product.

Ex: The last remaining **laggards** have now bought mobile phones.

**170. Laissez-faire/** නිදහසේ කරන කරන ආර්ථික ධනවාදයේ ආකාරයකි /  
அரசு கட்டுப்பாடற்ற (அல்லது மிக மிக குறைந்த) பொருளியல்  
கோட்பாடு

An economic theory or plan in which a government does not have many laws or rules to control the buying and selling of goods and services.

Ex: The problems began long before he became CEO, but they worsened with his **laissez-faire** approach.

**171. Leadership/** නායකත්වය / தலைமைத்துவம்

The ability to inspire a team to achieve a certain goal.

Ex: The country's leadership is in crisis.

**172. Learning/** ඉගෙනීම/ கற்றல்

The process of acquiring new understanding, knowledge, behaviors, skills, values, attitudes, and preferences.

Ex: Some students have a more analytical approach to **learning**.

**173. Livelihood/** ජීවනෝපාය/ வாழ்வாதாரம்

Refers to the full range of means that individuals, families and communities utilize to make a living, such as wage-based income, agriculture, fishing, foraging, other natural resource-based livelihoods, petty trade and bartering.

Ex: That farm is his **livelihood**.

**174. Logic model/** පින්තූරයක් හෝ සටහනක් මගින් පෙන්වීම/ தர்க்க  
மாதிரி(தர்க்க வடிவம்)

An organized and visual way to display the relationships between the resources you have to operate a program, the activities planned, and the changes or results you hope to achieve.

Ex: **Logic model** is a useful tool for program planning and evaluation.

## M

### 175. **Marriage** / විවාහය / திருமணம்

Is the social institution that recognizes and approves the sexual union of two or more individuals and includes a set of mutual rights and obligations.

Ex: They had a long and happy **marriage**.

### 176. **Mass communication**/ ජන සන්නිවේදනය / வெகுசன தொடர்பாடல்

The process of creating, sending, receiving, and analyzing messages to large audiences via mass media.

Ex: They utilized **mass communication** to communicate the desired message.

### 177. **Mass media** / ජන මාධ්‍ය / வெகுசன ஊடகம்

Communications media that direct messages and entertainment at a wide audience.

Ex: Governments use a host of **mass media** to alert the public about risks.

### 178. **Material culture**/ ද්‍රව්‍යමය සංස්කෘතිය / பொருள்வாத (பொருள்சார்) கலாச்சாரம்

The physical objects or “things” that belong to, represent, or were created by a group of people within a particular culture.

Ex: The other grave goods provide what little evidence we have for the economic basis and **material culture** of its population.

### 179. **Mentoring**/ උපදේශනය/ ஆலோசனை வழங்கல்



The practice of helping and advising a less experienced person over a period of time, especially as part of a formal programme in a company, university, etc.

Ex: The students' chances can be improved with more studying, **mentoring**, and intensive review.

**180. Message/ பகிர்வு / தகவல் (செய்தி)**

A message is a communication or statement conveyed from one person or group to another.

Ex: The president broadcast his **message** on all stations yesterday.

**181. Minority group/ சුළුநபர் கனவியம் / சிறுபான்மைக் குழு**

Any small group in society that is different from the rest because of their race, religion, or political beliefs, or a person who belongs to such a group.

Ex: Because the two main parties have won almost the same number of votes, the **minority group** holds the key to the result.

**182. Mission/ மெஷன் / குறிக்கோள்**

The result that a company or an organization is trying to achieve through its plans or actions.

Ex: The main **mission** of the Home Ownership Group is to arrange loans for first time home buyers.

**183. Monitor/ அணுகல் / கண்காணித்தல்**

To watch and check something over a period of time in order to see how it develops, so that you can make any necessary changes.

Ex: The authorities will continue to **monitor** the situation.

**184. Mores/ மூசு / மரீச்சி / மரீச்சி / ஒரு சமூகத்தால் ஏற்றுக்கொள்ளப்பட்ட நடத்தைகள்**

The customs, norms, and behaviours that are acceptable to a society or social group. Mores can be understood as the norms which are very strictly enforced due to their importance in maintaining the well-being of the group.

Ex: They were blamed for a steady decline in sexual **mores**.

**185. Motivation/ அறிவுச்சூழல்/ ஊக்கம்**

The process that initiates, guides, and maintains goal-oriented behaviours.

Ex: Most people said that pay was their main **motivation** for working.

**186. Multicultural society/ வெறு சமீகரணிக சமூகம்/ பல்சலாச்சார சமூகம்**  
Multicultural societies are characterized by people of different races, ethnicities, and nationalities living together in the same community.

Ex: These fans come from all parts of our **multicultural society**.

**187. Multinational corporations/ வெறுசூழிக சமூகம்/**  
பன்னாட்டு(பல்தேசிய) நிறுவனங்கள்  
An organization that has assets or facilities in multiple countries.

Ex: Large **multinational corporations** produce and acquire vast volumes of information in the course of their business.

**N**

**188. Negotiation/ கனிகை/ பேச்சுவார்த்தை/ பேரம்பேசுதல்**  
Discussion aimed at reaching an agreement.

Ex: The worldwide ban is currently under **negotiation**.

**189. Nepotism/** திவ்வன்குறி ஸுர் துட்குறி மவ டுகியாவடு டெலா ஸுகீம / உறவின்ர் ஆதரவுக் குள்ளகை (உறவின்ர் அல்லது நண்பர்களுக்கான தனிப்பட்ட சலுகை வழங்கல்)

The practice among those with power or influence of favouring relatives or friends, especially by giving them jobs.

Ex: The **nepotism** in which the pope indulged is especially inexcusable.

**190. Non-formal education/** வீடில்த் தாவை அடியாபதய / முறைசாராக் கல்வி

Non-formal education refers to planned, structured programmes and processes of personal and social education for young people designed to improve a range of skills and competences, outside the formal educational curriculum.

Ex: **Non-formal education** is often used interchangeably with terms such as community education, adult education, lifelong education and second-chance education.

**191. Non-Governmental Organizations/** ராது தாவை ஸுவீடான/ அரசு சார்பற்ற நிறுவனங்கள்

A non-profit organization that operates independently of any government, typically one whose purpose is to address a social or political issue.

Ex: These operations are carried out by other government departments, **non-governmental organizations**, commercial / private organizations and voluntary organizations.

**192. Non-verbal communication/** வாவீக தாவை ஸன்கீவெடனய/ ஸுற்களற்ற (வார்த்தை பரிமாற்றமற்ற) துடர்பாடல்

The process of sending and receiving messages without using words, either spoken or written.

Ex: The problem is that he expected you to understand his **non-verbal communication**.

**193. Norms/ සමூහයන් / (சமூக) விதிமுறைகள்**

The rules or expectations that are socially enforced.

Ex: There were also a number of clear cultural **norms** in the highest performing firms.

**194. Normative ethics/ සමූහ ආචාර ධර්ම / நன்னெறி/ ஒழுக்கநெறி ( சரியான மனித நடத்தைகளை அடையாளப்படுத்தும் மற்றும் வரையறுக்கும் நன்னெறி)**

A branch of ethics that focuses on identifying and defining what represents right behaviour for humans.

Ex: Many philosophers in **normative ethics** investigate ethical theories the aim of which is to systematically describe what makes acts right and wrong.

**195. Nuclear family/ නෘඡවික පවුල/ தனிக்குடும்பம்**

A group of people who are united by ties of partnership and parenthood and consisting of a pair of adults and their socially recognized children.

Ex: The **nuclear family** has long replaced the extended family.

**O**

**196. Occupation/ රැකියාව / தொழில்**

Is the position in the world of work that involves specialized knowledge and activities.

Ex: Agricultural work is traditionally seen as a male **occupation**.

**197. Opinion/ මතය/ கருத்து**

The ideas that a person or a group of people have about something or someone, which are based mainly on their feelings and beliefs, or a single idea of this type.



**202. Patriarchal family/ பிணா இலிக பபுல / தந்தையை தலைமையாக கொண்ட குடும்பம்**

Form of family organization in which the father is considered the head and plays a dominant role.

Ex: They have a tradition of extended **patriarchal families** in close communities.

**203. Pedagogy/ ஁மூன் ஁ட஁ா ஁தூன்வீதீ வீடூாவ ஁ா கலாவ / குழந்தை கல்வியியல்**

The method and practice of teaching children.

Ex: The challenge is to develop the **pedagogy** for an ICT-rich world.

**204. Peer appraisal / ஁஁லகடூாத ஁தகடன் வீ஁ன் ஁ப஁தூ ஁லன ஁஁லக கார்ட ஁டன ஁க்஁஁ரூல / (஁ம)஁ரிநிலையினரின் மதிப்பீடு**

Refers to an employee performance assessment provided by the employee's colleagues in the immediate working environment who have observed the employee's job performance and are able to give constructive feedback.

Ex: Peer appraisal feedback can also be a great tool to use for conducting the annual performance reviews.

**205. Perception/ ஁஁தூதூட / ஁ணர்வு (புலனுணர்வுகள் மூலமாக ஁யமாக ஁ருவாக்கிக்கொள்ளும் கருத்துக்கள்)**

It is the process of realizing, distinguishing and learning the objects, events and stimuli that come from the environment to the sense organs.

Ex: There is a general public **perception** that standards in schools are falling.

**206. Performance appraisal/ கார்ட ஁டன ஁தகடீத / ஁யற்றிறன் மதிப்பீடு**

A regular review of an employee's job performance and contribution to a company.

Ex: Companies use **performance appraisals** to determine which employees have contributed the most to the company's growth, review progress, and reward high-achieving workers.

**207. Performance Planning/** கார்ப்பு சாධன ஸ்ட்ரட்டஜி / செயற்றிறன் திட்டமிடல்

A systematic and structured approach to successfully achieve the desired goals of an individual or team throughout the assessment year.

Ex: **Performance planning** is a crucial part of an employee's growth in the organization.

**208. Personality/** பௌர்ஷய / ஆளுமை

The combination of characteristics or qualities that form an individual's distinctive character.

Ex: His **personality** was quiet and sober.

**209. Persuasion/** ஸீந்ஷு ஂநீலீம் / இணங்கச்செய்தல்

The process of changing an individual or a group's attitude or behaviour towards an idea, event or issue by means of written and verbal communication.

Ex: It took a lot of **persuasion** to convince the committee of the advantages of the new plan.

**210. Pilot project/** தியஜ் லயாபாநிய / சோதனைத் திட்டம்

An initial small-scale implementation that is used to prove the viability of a project idea.

Ex: Our pilot project aims to assess the feasibility of identifying people at risk, nothing more.

**211. Problems /** ஂடுலு / பிரச்சினைகள்

A matter or situation regarded as unwelcome or harmful and needing to be dealt with and overcome.

Ex: They have financial **problems**.

**212. Program/ වැඩසටහන/ (செயல்)திட்டம்**

A set of related measures or activities with a particular long-term aim.  
a group of activities or things to be achieved.

Ex: The AI officer conducted a training **program** for vegetable farmers.

**213. Principles / මූලධර්ම රූ කොள்கை/ தத்துவம்**

A basic idea or rule that explains or controls how something happens or works.

Ex: The country is run on socialist **principles**.

**214. Polygyny/ බහු විවාහය/ பலதார மணம்**

The practice of having more than one wife at the same time

Ex: **Polygyny** is widely practiced in mostly Muslim and African countries.

**215. Population/ ජනගහනය/ சனத்தொகை**

The entire group of persons or key informants that should be studied/  
interviewed in the value chain analysis.

Ex: The world is facing the problem of **population** explosion

**216. Power/ බලය/ அதிகாரம்**

The capacity or ability to direct or influence the behavior of others in society.

Ex: You have gone beyond your **power**.

**217. Prestige/ කීර්තිය / பெருமை/ கௌரவம்**



Widespread respect and admiration felt for someone or something on the basis of a perception of their achievements or quality.

Ex: The job endows its holder with great **prestige**.

**218. Prevalence/வாழ்ச்சி/ பரவலான/ (குறிப்பிட்ட காலப்பகுதியினுள்) அதிகமாக நிகழ்கின்ற / அதிகமாக காணப்படுகின்ற**

The degree to which something is prevalent he total number of cases of a specific disorder that exist at a given time.

Ex: The age range of the study population will enormously influence the final estimated **prevalence** rate.

**219. Primary group/ பூர்வீக கண்காணிப்பு/ முதன்நிலை (அடிப்படை) குழு**  
Social group characterized by frequent face-to-face interaction, the commitment and emotional ties members feel for one another, and relative permanence.

Ex: The household serves as the **primary group** of identification for individual members.

**220. Promotion/ பதவி உயர்வு / பதவியுயர்வு**

Appointment to a new position with a greater maximum pay than the former position./ activity that supports or encourages a cause, venture, or aim.

Ex: He replaced me in Scranton when I got this **promotion** here to the head office.

**221. Psychomotor domain/ மெய் அசைவு வளம் வளம் வளம் வளம் வளம் வளம்**  
மனிதனின் உடல் இயக்கசார் பகுதி

It refers the area of human behavior that includes bodily movements, coordination, use of the motor-skill areas and acquiring the ability to perform Examples – typing, communicating, inter-personal skills.

Ex: The **psychomotor domain** deals with the development of motor skills, movement and coordination and has 7 categories, that also goes from simplest to complex.

**222. Public affairs/** மஹிண கடுக்டு / ஡ுது விவகாரங்கள்(஡ுது அலுவல்கள்)

Public affairs is defined as efforts made by organizations to track, engage, and organize their external business processes. Interdisciplinary in nature, it combines strategies from industries ranging from government, communication, and social responsibility.

Ex: Unfortunately, **public affairs** do not provide this degree of predetermination and control.

**223. Public relations/** மஹிண ஂதீனீ஡கா/ ஡ுதுமக்களு஡ான உறவு  
the state of the relationship between a company or other organization or a famous person and the public.

Ex: companies justify the cost in terms of improved **public relations**.

## Q

**224. Questionnaire/** ஡ுதுவலீச/ கேள்விக்஡ுதுது

A set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study.

Ex: Please complete and return the enclosed **questionnaire**.

## R

**225. Racism/** வர்஡வா஡ச / இனவாதம்/ இனவெறி

The belief that one race is supreme and all others are innately inferior.

Ex: He said that **racism** is endemic in this country.

**226. Receiver / டென்சர் / பெறுநர் (தகவலினை பெறுபவர்)**

Person who receives, understand, analysis and interpret the message.

Ex: The **receiver** decodes the message.

**227. Reference group/ சம்பந்தம் கிரீம் சடலா யோடி டன்சர் சூடீடெ கன்டீயம் / மேற்கோள் (காட்டப்படும்) குழு**

A collection of people that we use as a standard of comparison for ourselves regardless of whether we are part of that group.

Ex: We rely on **reference groups** to understand social norms.

**228. Relative poverty/ சாசீகீத டீடீதாலீய / சார்பு(ஒப்பீட்டு) வறுமை (சமூகத்தின் சராசரியான மனிதன் சார்பாக ஏனையோரின் வறுமை நிலை)**

Deprivation that is relative to the standard of living of other members of the society.

Ex: They are aware of their **relative poverty**.

**229. Religion/ ஈதம்/ மதம் (சமயம்)**

Various systems of belief and practice that define what people consider to be sacred or spiritual.

Ex: Their **religion** forbids them to drink or gamble.

**230. Resignation/ ஒலீலா டீசீலீம்/ (பணியிலிருந்து) விருப்ப விலகல்**

The termination of employment initiated by the employee. That is, the employee voluntarily decides to end their employment and clearly communicates that decision to the employer.

Ex: Her **resignation** came as quite a shock.

**231. Resources/ சமீசன்/ வளங்கள்**

Any physical entity that is required to carry out a particular task, activity or project, e.g. materials, money, people, equipment or facilities.

Ex: Our country is rich in **resources**.

**232. Retention Strategy/** ரதலா ஂகீதே ஁சாச/ (஁ழியர்களை) துக்கவைக்கும் ஁த்தி

A plan that organizations create and use to reduce employee turnover, prevent attrition, increase retention, and foster employee engagement.

Ex: Pensions are often touted as a **retention strategy**.

**233. Rewards/** ஁லாவன் ஁யச கிரீத ஁தலா ஁தன தாசா/ வெகுமதி  
Things given in recognition of service, effort, or achievement.

Ex: Staff who complete extra qualifications receive no extrinsic **rewards**.

**234. Risk Management/** ஁லதானதீ கலுதாசாச/ இடர் முகாமைத்துவம்  
The practice of identifying potential risks in advance, analyzing them and taking precautionary steps to reduce/curb the risk.

Ex: The Guidelines are neither a technical code of practice nor a manual for **risk management**.

**235. Role/** ஁தீகால / கதாபாத்திரம்/ பங்கு

The behaviour expected of an individual who occupies a given social position or status.

Ex: He holds certain expectations about the teacher's **role**.

## S

**236. Sanctions/** ஁தீலா஁க / (கட்டுப்பாடு விதிப்பதற்கான) அதிகாரபூர்வமான  
ஆணை Mechanisms of social control; A way to enforce rules through

rewards for positive behaviour and punishments for negative behaviour.

Ex: We now have an effective **sanction** against the killing of whales.

**237. Secondary group/** **ද්විතීයික කණ්ඩායම/** இரண்டாம் நிலை குழு  
Groups of people who are not related or emotionally connected, yet work together to achieve a common interest, purpose or goal.

Ex: Classrooms are common meeting place for **secondary groups**.

**238. Segregation/** **වෙන් කිරීම /** பிரித்து வைத்தல் / பாகுபடுத்தல்  
Segregation is the division of human beings into separate groups based on any number of criteria, such as race, ethnicity, or nationality.

Ex: **Segregation** of white and colored children in public schools has a detrimental effect upon the colored children.

**239. Skills/** **හැකියා/** திறன்கள்  
An ability to do an activity or job well, especially because you have practised it.

Ex: He seems to lack basic conversational **skills**.

**240. Slavery/** **වහල්භාවය/** அடிமைத்தனம்  
A system of stratification in which one person owns another, as he or she would own property, and exploits the slave's labor for economic gain.

Ex: Millions of Africans were sold into **slavery**.

**241. Smallholder/** **කුඩා වතු හිමියා/** சிறு உடைமையாளர்  
A person who owns or rents a small piece of land for farming.

Ex: **Smallholder** farmers use a wide range of agricultural tools for more efficient weeding.

**242. Social change/** සමාජීය වෙනස්වීම / சமூக மாற்றம்

The alteration of mechanisms within the social structure, characterized by changes in cultural symbols, rules of behaviour, social organizations, or value systems.

Ex: **Feminism** is seen as a dynamic of social change.

**243. Social control/** සමාජ පාලනය/ சமூக கட்டுப்பாடு

Attempts by society to regulate people's thoughts and behaviour.

Ex: There is often stronger **social control** evident in the socialisation of girls in comparison to boys.

**244. Social status/** සමාජ තත්වය / (ஒரு நபரின்) சமூக நிலை

The relative rank that an individual holds, with attendant rights, duties, and lifestyle, in a social hierarchy based upon honour or prestige.

Ex: Doctors have traditionally enjoyed high **social status**.

**245. Social structure/** සමාජ ව්‍යුහය / சமூக கட்டமைப்பு

The distinctive, stable arrangement of institutions whereby human beings in a society interact and live together.

Ex: They will also adapt their **social structure** under different environmental conditions.

**246. Socialism/** සමාජවාදය/ பொதுவுடைமை

Social and economic doctrine that calls for public rather than private ownership or control of property and natural resources.

Ex: Equality is one of the pillars of **socialism**.

**247. Society/** සමාජය/ சமூகம்

A large group of interacting people in a defined territory, sharing a common culture.

Ex: Technology has had an irreversible impact on **society**.

**248. Sociology/ සමාජ විද්‍යාව/ சமூகவியல்**

A social science that studies human societies, their interactions, and the processes that preserve and change them.

Ex: The book introduces the key ideas of **sociology**.

**249. Stakeholder/ පාර්ශවකරු / பங்காளர்கள்**

An individual or organization, which may directly or indirectly be affected or have an effect on the intervention being undertaken.

Ex: All our employees are **stakeholders** of the company.

**250. Status/ තත්වය / நிலை**

The relative rank that an individual holds, with attendant rights, duties, and lifestyle, in a social hierarchy based upon honour or prestige.

Ex: He wants to improve his **status** in the community.

**251. Stratification/ ස්තරීකරණය/ படிநிலைப்படுத்தல்**

The allocation of individuals and groups according to various social hierarchies of differing power, status, or prestige.

Ex: The Sri Lankan caste system is an example of social **stratification**.

**252. Subculture/ උප සංස්කෘතිය/ (உப)குணைக் கலாச்சாரம்**

Segment of society that shares a distinctive pattern of mores, folkways, and values that differs from the pattern of the larger society.

Ex: This attitude becomes part of their **subculture** and is transmitted from generation to generation.

**253. Subject Matter Specialists / විෂය කරුණු විශේෂඥයා/ விடயதான நிபுணர்கள்**

The person who possesses a deep understanding of a particular subject (job, process, department, function, technology, machine, material or type of equipment).

Ex: **Subject matter specialist** should possess advanced analytical knowledge that will allow him or her to prepare and interpret results.

**254. Summative Evaluation/** සාරාංශගත ඇගයීම/ சுருக்க மதிப்பீடு

The assessment of participants where the focus is on the outcome of a program.

Ex: **Summative evaluation** is widely taught in educational programs in the United States.

**255. Symbols/** සංකේත/ குறியீடுகள்

The gestures, objects, and language that form the basis of human communication.

Ex: Some experiences are communicable only through **symbols**.

**256. Synthesis/** සංශ්ලේෂණය/ தொகுப்பு/ தொகுத்தல்

Combining of different ideas, influences, or things to make a whole that is different, or new.

Ex: They provide information about water quality problems through **synthesis** of existing information, techniques, and policies.

## T

**257. Training/** පුහුණුව/ பயிற்சி

The teaching and learning activities carried on for the primary purpose of helping members of an organization acquire and apply the knowledge, skills, abilities, and attitudes needed by a particular job and organization.

Ex: The **training** program covers every aspect of the job.



**258. Transfer/ மார் கிரீம் / (பணி)இடமாற்றம்**

A process of placing employees in positions where they are likely to be more effective or where they are to get more job satisfaction.

Ex: Her boss recommended a permanent **transfer** overseas.

**259. Transmission/ சமீபேசனம் / செலுத்துகை**

The act or process of sending out an electronic signal or message.

Ex: We are receiving a live **transmission** from the scene of the accident.

**U**

**260. Underemployment/ ஸ்தல சேவா சிக்கல்கள்/ தற்காலிகமான தொழில்/ தகுதிக் கேற்ற வேலையின்மை - செய்யும் தொழிலிற்கான தகுமையைவிட அதிக தகுமையை கொண்டிருத்தல்**

The term used to designate the situation of those who are able to find employment only for shorter than normal periods—part-time workers, seasonal workers, or day or casual workers. The term may also describe the condition of workers whose education or training make them overqualified for their jobs.

Ex: The main reason for the growth of **underemployment** has been the economic downturn of the past few years.

**261. Union/ சங்கம் / (தொழிற்)சங்கம்**

Workers who organize a united group, usually related to the kind of work they do, to collectively bargain for better work conditions, pay or benefit increases, etc.

Ex: The **union** safeguards the interests of all its members.

**262. Upward mobility/ மேலகம் ஓர வகை சேவ வுழல் சேவ வகை வன் ஸ்தல சூழல் கிரீம் /அதிக பொறுப்பு, அதிக ஊதியம் பெறும் வேலைகளில் உள்ள பணியாளருக்கு பயிற்சி அளிக்கும் செயன்முறை**

System of training, educating, or otherwise preparing employees for more responsible, higher- paying positions of employment.

Ex: Traditionally, the middle class has supported **upward mobility**, more than the elite has done.

**263. Urbanization** / නගරීකරණය / நகர்மயமாதல்

The population shift from rural to urban areas, the corresponding decrease in the proportion of people living in rural areas, and the ways in which societies adapt to this change.

Ex: The key to judge the **urbanization** level is the index of living conditions, way of life, and life quality.

**V**

**264. Values** / සාරධර්ම / விழுமியங்கள்

A value is a belief that something is good and worthwhile. It defines what is worth having and worth striving for.

Ex: Children who behave badly are rejecting adult **values**.

**265. Vertical mobility** / ජීරජී සංචලතාව / செங்குத்தான (மேல்நோக்கிய/ கீழ்நோக்கிய) நகர்வு (சமூகப் படிமுறையில் ஒருவரின் மேல்நோக்கிய அல்லது கீழ்நோக்கிய சமூக நிலைமாற்றம்)

The movement from one level on the social hierarchy to another. In other words, it is a change in social status.

Ex: **Vertical mobility** can be ascending or descending.

**266. Visual** / දෘශ්‍ය / பார்வை புலன்

Refers to sense of seeing.

Ex: **Visual** material aids the retention of information.

**267. Vision** / දැක්ම / நோக்கக் கூற்று

A succinct, and inspiring statement of what the company or organization wants to become and to achieve in the future, often stated in competitive terms.

Ex: Their **vision** is to be earth's most customer centric company.

**268. Volunteerism/ ஸீவீலிசு ஷீலிசு/ தன்னார்வம் (தன்னார்வ தன்மை)**

A voluntary act of an individual or group freely giving time and labour for community service.

Ex: She had little involvement with activities such as **volunteerism** and healthcare.

## W

**269. Wealth/ டைசு / செல்வம்**

The value of all the resources (including money and material), that are possessed by an individual or society.

Ex: Without wisdom **wealth** is worthless.

**270. Work behavior/ ஷீலிசு ஷீலிசு/ தொழில் நடத்தை**

The behavior one uses in employment and is normally more formal than other types of human behaviour. This varies from profession to profession, as some are far more casual than others.

Ex: Still some might argue that personal characteristics hold the key to effective **work behaviour**.

**271. Workforce analysis/ ஷீலிசு ஷீலிசு/ தொழிற்நபடை ஆய்வு**

A process used to collect, analyze, and interpret data to assess the current state of the workforce and turn it into actionable information which organizations can use to plan to meet their future needs.

Ex: **Workforce analysis** can foster more cohesive teams and improve the company culture.