



# APPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

## CDC Migration Services spreads wings beyond Sri Lanka's borders.

Marking a significant development in the field of migration consultancy in Sri Lanka, Career Development Centre (CDC) has now gone international by opening a branch office in Chennai India to take the expertise of migration consultancy to hopeful Indian migrants. This innovative stride hallmarks the success streak CDC is known to have as the leading name in migration consultancy in Sri Lanka, which was dedicatedly developed over the years by its dynamic enterprising founder Unee Samanthika Pathirage. The expansion to India comes in the wake of a highly successful client base formation here in Sri Lanka which prompted CDC's visionary proprietor to seek new markets, venturing beyond national borders. The move was strategized with much precision and patient planning. An initial survey was done of what scope would be in Chennai, and how a market may be established. Indian nationals residing in Sri Lanka were a main source of information which included Indian medical practitioners who formed a viable network becoming a resource for CDC in planning their overseas business initiative.

Samanthika said India presented challenges in numerous ways, which were not only entrepreneurial but also cultural. The conservative societal factor had to be taken to account when introducing CDC to Chennai. The credibility of a business entity and its potential to be a viable operator had to be established with meticulous detail. The impressive past record of CDC as a successful operator in the arena of migration consultancy had proven its capacity to successfully set up and run business in India. Further CDC hopes to announce its arrival to prospective clients in South India by holding a seminar, which is on the cards as part of the company's publicity programme.

The scope for CDC in India appears very fruitful with many opportunities to tap potential clientele for the 'skilled migration' category. In India, many opportunities



Unee Samanthika Pathirage (Managing Directress - CDC)

to seek greener pastures are ripe for doctors, dentists, veterinarians, lawyers, civil engineers and such who are professionally qualified. The number of degree holders is more in India than in Sri Lanka and many Indian nationals have the advantage of receiving education in English medium which stands to their benefit in the event of migrating to an anglophile country. Therefore in addition to a market which presents a larger number of potential skilled migrants the English fluency factor also becomes a plus factor. CDC too performed its part for the process as a facilities provider by setting up an IELTS class at the branch office.

CDC has a special package which is targeted at the dairy farming community in India which provides migration opportunity to New Zealand. With nearly every state in India having a prominent dairy industry as part of the local economic composite, dairy farmers in India will have better prospects in New Zealand which is synonymous with the world's milk industry. Further along these specialized lines, CDC hopes that the Tamil community in India would have potential migrants to Canada where a significant migrant Tamil community is found. Amongst CDC's developments as a services provider for hopeful migrants the company has helped doctors to secure employment in Australia through the "area of need positions" system.

Doctors who had completed AMC part one has found jobs through the efforts of CDC. What is also noteworthy is that in India has an Australian Medical Council (AMC) centre which was another driving factor for CDC to branch into India, where hopeful migrants from the medical field can be guided with expert consultancy on how to secure a future by migrating abroad.

With the new branch in Chennai, the workload has become a pleasant challenge for CDC which feels confident that the new initiative will lead to new successes. CDC hopes to set up branch offices in New Delhi and Bangalore in time, as the business potential seems evident. And to meet these challenges as an international player, CDC has developed its modes of communication to better facilitate business and to enhance efficiency. Samanthika has emphasized on a more e-based system for procedural matters relate to documentation. Clients can apply online and submit applications and the assessments would be done from the home office in Sri Lanka. Taking the need to provide quality service to clients, the CDC branch office in Chennai also provides toll free numbers where residents in India may call to obtain information for no cost, which is intended to make CDC more accessible and readily approachable to the Indian public.

The branching out into overseas markets had been a dream that CDC was endeavouring since of some time, but the success rate in Sri Lanka demanded much attention and commitment and did not allow a move such as overseas branching due to lack of time to be invested in the venture. And now CDC has realised a new stage of its journey of success, and Samanthika acknowledges that this new move was possible due to the loyal staff whose trustworthiness and reliability became an asset to CDC. Damith Sameera Diwunugala, Sangeetha Mahendran and the other staff members have been sources of success to CDC in the recent past. The innovations will not halt at this point according to CDC's enterprising CEO Samanthika Pathirage who intends to explore new avenues or migration in the course of time.

With its wings spread to new heights and regions, the ever progressing CDC has pioneered a new facet to migration consultancy, where the expertise of Sri Lanka help pave the way for a better tomorrow for people in India.