

C. Sivanesan
(*Customs, Colombo 1*)

In the highly developed countries in recent years because of the increase in the standard of education of workers, the improvement in the dignity of labour and the demand for greater equality, freedom, autonomy and democratic rights, and because of the expanding aspiration for the satisfaction of social esteem and self-actualization needs after the satisfaction of physical and security needs, there has been a movement towards job enrichment by improving the quality of work through increasing participation, autonomy, flexibility and making the work experience more challenging and creative instead of routine mechanistic.

In the developing countries a major portion of the work done has still not been routinised or mechanised as the majority of workers are still involved in the traditional agriculture, craft and informal sectors but with low productivity. The developing countries need not repeat all the stages and experimental mistakes of the developed countries which pioneered development and can gain from their success and failures by enriching jobs from the beginning through creating challenging job opportunities which would give full expression to the potentialities and talents of workers, with greater participation, autonomy and flexibility. The developing countries like Sri Lanka with its humanistic and spiritual values can even pioneer new ways of enriching the quality of work experience and personal development.