

DFCC Bank With Its Innovative Management Practices



Thimal Perera, Director/CEO, DFCC Bank (second from left), receives the accolade from Prof. Lakshman R. Watawala, Founder and the President, CPM (first from left). Sonali Jayasinghe, Senior Vice President - Human Resources, DFCC Bank (third from left), is also in the picture.

DFCC Bank conducted several value-creating activities included within a multi-pronged effort consisting of newly introduced initiatives, platforms, and engagement activities towards safeguarding stakeholders and conducting better business amidst the many challenges brought about by the pandemic.

DFCC Bank focused on enhancing productivity and securing the welfare and well-being of employees while adapting to the new norm.

The Bank developed and implemented several inclusive community investments and engagements focused on assisting the nation in these times of socio-economic uncertainty and showcased the significant economic value created by the Bank's customer empowerment initiatives consisting of financial concessions and specialized digitization drives.

DFCC Bank ensured innovation was at the core of all activities, as the unprecedented challenges imposed by the pandemic required sustainable and innovative solutions to ensure business continuity and stability.

The Bank received an accolade as one of the Top ten organizations in the 'Back to Business in the new normal; Best Management Practices' award by Institute of Chartered Professional Managers of Sri Lanka (CPM).

The award was bestowed for its comprehensive, multifaceted approach to securing the health and safety of all internal and external stakeholders while ensuring efficient operation and the highest levels of customer convenience and satisfaction amidst the backdrop of the Covid-19 pandemic.

The practices consisted of a range of human resource-focused, operational, business-focused, and health and safety-oriented initiatives to ensure business continuity and stakeholder well-being while striving to create social and economic value.

The multifaceted approach involved: the comprehensive digitization of all services and processes, an organization-wide effort to protect staff and customers alike from the negative impacts of the pandemic, special concessionary schemes to empower an economic recovery, and significant, inclusive community investment focused on securing the health and well-being of the nation.

Thimal Perera, Director and Chief Executive Officer, DFCC Bank, stated, "We are proud that our extensive efforts to secure a resilient recovery as we return to business have been acknowledged at the inaugural 'Back to Business' awards organized by the CPM. As the Bank for Everyone, and one of Sri Lanka's premier commercial banks, DFCC Bank's comprehensive approach, supported by its newly introduced, future-looking sustainability strategy, has notably succeeded in positively impacting the lives of the many stakeholders engaged with the Bank by empowering all and creating an abundance of social and economic value for all."