DFCC Aloka Financial Literacy Forums Empower Female Entrepreneurs



At the DFCC Aloka Biz Forums for female entrepreneurs in Batticalao and Badulla.

Financial literacy is a pivotal challenge facing female entrepreneurs in Sri Lanka. Recognizing this, DFCC Aloka, a complete financial proposition for women, has extended its support to female entrepreneurs by offering financial support and valuable non-financial benefits. Among these initiatives, the DFCC Aloka Financial Literacy Forums spread awareness through enlightening knowledge-sharing sessions nationwide, with the most recent events held in Batticaloa and Badulla. Through initiatives like these, DFCC Bank provides free business consultation support and knowledge-sharing to transform these inspiring women into success stories contributing to the nation’s economy.

Aasiri Iddamalgoda, Senior Vice President of Retail Banking and SME, said, “We believe in the power of women in business. Our commitment to empowering female entrepreneurs is unwavering, and we are here to support their financial growth and success. Guided by our Sustainability Strategy, DFCC Bank is committed to fostering a diverse, equitable, and inclusive society that significantly focuses on women’s empowerment. Through these efforts, we are creating resilient communities in Sri Lanka, contributing to a better and more robust future for all Sri Lankans through sustainable finance.”

The DFCC Aloka Financial Literacy Forums in Batticaloa and Badulla garnered enthusiastic appreciation from all participants, with many distinguished individuals and high-ranking officials from DFCC Bank also in attendance. In Batticaloa, Guest Speaker Bharathi Kennedy, a Senior Lecturer at the Department of Management Studies & Commerce at the Eastern University, shared her insights. Also present at the event were Shera Hassen, Vice President and Head of Pinnacle at DFCC Bank, as well as other key figures, including Candiah Jegaraja, Regional Manager, Ruwani Weerasinghe, Senior Proposition Manager – Aloka, and Kandiah Kugathasan, Branch Manager – Batticaloa.

In Badulla, the Guest Speaker was Chandana Garusinghe, who conducted an engaging discussion on “Financial Literacy and Managing Finances for a Secure Future.” The event also featured a comprehensive presentation on credit opportunities through refinance loan schemes and funding options available to females by Nilusha Wickramage, ARM Regional Credit Hub at DFCC Bank. Also in attendance were Shera Hassen, Ruwani Weerasinghe, and Duminda Yapa, Branch Manager– Badulla. These events exemplify DFCC Aloka’s commitment to promoting financial literacy and inclusivity in Sri Lanka, focusing on empowering female entrepreneurs.

DFCC Bank is ranked among Business Today’s Top 40 Corporates in Sri Lanka.