

DFCC Bank Commemorates World Bicycle Day in line with its Sustainability Strategy

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The Panellists with DFCC Bank CEO & the Senior Management.

L - R: Mithun Liyanage, Co-Founder and Head Coach, Endurance Lab & Colombo Cycling School Sri Lanka; Nilmini Gunaratne, Vice President, Marketing & Sustainability, DFCC Bank; Rohan Amirthiah, Managing Director, Wurth Lanka; Thimal Perera, CEO, DFCC Bank; Sheron Mendis, Director, Business Development, Sri Lanka & Maldives VISA; Ayomi Aluwihare Gunawardene, President Partner and Head of FJ& G De Seram; and Sonali Jayasinghe, Senior Vice President, Human Resources, DFCC Bank.

DFCC Bank celebrated World Bicycle Day. World Bicycle Day falls in June each year and

draws attention to the various health and environmental benefits of cycling, a simple, affordable, clean, and environmentally friendly means of transportation. To commemorate this day, the Bank took the opportunity to declare it a “Bike to Work” day for its employees and organized a 15km fun ride in which over 30 cyclists participated. In addition, DFCC Bank also conducted a special knowledge-sharing session focusing on cycling etiquette, safety measures, benefits of cycling to work, and selection of the ideal bike, which saw enthusiastic participation by the staff.

“EXERCISE” is one of the key pillars of the Bank’s sustainability strategy, and one of the Bank’s flagship initiatives under this pillar is to promote cycling as a lifestyle among staff, customers, and other stakeholders. Further, DFCC was one of the firsts to launch the Monthly Cycling Day initiative in 2020, to coincide with the opening of the new Pinnacle Centre in Horton place, for which participants included customers, well-wishers, and employees of the Bank.

Since this modest inception, the initiative has grown into a network-wide effort to promote cycling to work and cycling as a lifestyle, which now attracts and appeals to hundreds of the Bank’s employees.

An increase in participation and interest is now also being witnessed across DFCC Bank’s branches in the Central, Northern, Eastern, and Southern regions.

DFCC Bank’s Monthly Cycle Days are organized by the Bank’s Wellness (OMMM) Committee, and Human Resources Department, with the support and participation of senior members of the management, including the Chief Executive Officer, Thimal Perera, and many others. To support cycling as a lifestyle and promote the activity amongst its people, the Bank has issued branded jerseys and introduced financial support programs for employees to purchase bicycles.