DFCC Bank Empowers Women In The MSME Sector



A workshop conducted by DFCC Bank.

To recognize and appreciate the independent and hardworking women of the nation, DFCC Bank initiated a series of engagement programs focused on empowering women in the MSME sector. The programs concentrated on many areas such as tea cultivation, beauty salon management, dairy farming, and general cultivation. The programs were conducted to empower, motivate, and uplift women involved in micro, small and medium enterprises (MSME) relating to those areas. DFCC Bank was able to hold these programs with thsupport of experts in the respective fields. The women who are engaging in the tea sector benefited from the expertise shared by Sisira Perera, Zonal Development Officer from the Tea Smallholders Development Authority. In addition to that Nayana Karunaratne, wellknown Sri Lankan Beautician, joined in to share her knowledge with participants engaged in the salon and beauty industry.

As for the women engaging in Dairy Farming, Wajira Punchihewa, Vice President/ Regional Manager, DFCC Bank, facilitated financial literacy and business management. The fourth and final program on general cultivation by Sewwandi

Gunawardena, the Assistant Director-General at the Export Agricultural Department, focused on a wealth of insight with the participants.

DFCC Bank conducted the programs upon identifying the ladies of Sri Lanka who are well on their way to becoming a driving force for the growth of the MSME sector. As female empowerment is a crucial requirement for Sri Lanka’s economy, these programs conducted by the Bank are a welcome initiative in shattering the male-dominated narrative. The participants certainly benefited from this knowledgesharing experience and were able to gain more exposure among the minds of the industry leaders who conducted these sessions. The programs also allowed DFCC Bank to recognize the contribution of women engaged in Micro, Small, and Medium Enterprises (MSMEs) scale business ventures, which contribute immensely to the economic and social fabric of Sri Lanka. DFCC Bank was ranked amongst Business Today’s Top 30 Corporates in Sri Lanka.