

DFCC Bank Empowers Women Led Entrepreneurs in Sri Lanka

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A female entrepreneur lighting the oil lamp (left) and the participants of the workshop (right)

Marking the international Women's Day 2022, DFCC Bank, held a special workshop on entrepreneurship development, tailored for small and medium scale women entrepreneurs and women-owned and run businesses in Kurunegala and the surrounding areas. The event was held with the participation of over 75 women entrepreneurs. Women entrepreneurs and women-owned and run MSMEs are focus areas for DFCC Bank's lending activities to spur growth and support the MSME sector, which makes up the backbone of Sri Lanka's economy.

Discussing the workshop and other efforts to support women entrepreneurs, Aasiri Iddamalgoga SVP Retail Banking & SME at DFCC Bank said, "As a forward-thinking and sustainable bank for everyone, we have placed a special focus on women entrepreneurs and women-owned and run businesses. Thus, we are very pleased to have been able to conduct a highly beneficial workshop for our women entrepreneurs in Kurunegala to mark international Women's Day. This program was not a one-off event and is part of our continuous and ongoing efforts to engage with women entrepreneurs and provide them with the guidance and support they need to succeed. Attesting to our commitment to women's empowerment in Sri Lanka, DFCC Bank also recently entered into a partnership with USAID, to increase accessibility to credit and create new opportunities for women entrepreneurs. Working together with our partners and stakeholders, we are helping to lead

the way towards a more empowered, equitable Sri Lanka for all.”

The event was organized and promoted by DFCC Bank’s MSME (North Western Province) team and the branch team at DFCC Bank – Kurunegala. The workshop was conducted with the support of external resource persons including Dr Rukmal Weerasinghe, Chairman, Centre for Entrepreneurship, of the Department of Entrepreneurship at the University of Sri Jayawardenapura, and Nirmala Wijerathna, entrepreneur and founder of Sunshine Food and Creations. Also in attendance was DFCC Bank’s AVP MSME, Chandana Wanigasena, and VP and Head of DFCC Bank’s Pinnacle Premier Banking, Shera Hassen.

DFCC Bank was ranked amongst Business Today’s Top 40 Corporates in Sri Lanka.