

# **DFCC Read the Way - A Sustainability Initiative to Support the Education for Children in Sri Lanka**



DFCC Bank has launched a new initiative to support the education of children in the country by promoting a learning culture while exploring the world through books. The 'DFCC Read the Way' program aims to provide educational assistance by donating books to disadvantaged children in Sri Lanka, particularly those who face financial difficulties in accessing quality education. The program seeks to empower and embolden children by fostering a culture of reading and providing them with the necessary tools to succeed in life and become future leaders.

Nilmini Gunaratne, Vice President – Head of Marketing and Sustainability of DFCC Bank, said, "It pleases us immensely to be able to launch this initiative to support the educational needs in Sri Lanka, particularly for children from disadvantaged backgrounds, especially at a time of great economic turmoil. We are committed to creating a positive impact on society, and we believe that

education is the key to unlocking a brighter future for our children.”

DFCC Bank is encouraging all stakeholders, including customers, investors, employees, and the public, to contribute to this program by donating. Anyone interested may donate at any DFCC Branch islandwide and are encouraged to donate new exercise books, story books in all languages, specialized subject books in all languages, and dictionaries. The Bank will collaborate with its island-wide branch network to identify eligible and deserving schools to distribute all donated books. In addition to this, the Bank will contribute packs of exercise books to the selected schools.

“We will be able to make a significant positive impact on the lives of children in Sri Lanka through this initiative”, added Nilmini Gunaratne, Vice President – Head of Marketing and Sustainability of DFCC Bank, “Therefore, we hope that everyone will join us in this effort to build a better future for our children and our country.”

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