

# DFCC 'Vyapaara Hamuwa' to Support MSME/SMEs in the Morawaka Area

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*First DFCC "Vyapaara Hamuwa", Supporting MSME/SMEs in the Morawaka Area.*

DFCC Bank concluded the first edition of the DFCC 'Vyapara Hamuwa' program, an entrepreneurship development initiative.

DFCC 'Vyapara Hamuwa' is an initiative to enhance entrepreneur knowledge and skills to develop Sri Lanka's MSME/SME sector. The first program had more than 50 entrepreneurs from Morawaka and Urubokka. Eight similar programs will be conducted by DFCC Bank, covering all regions of the country, in 2023.

The program included extensive discussions and demonstrations of various aspects

of entrepreneurship, including dealing with challenges and being innovative.

The first DFCC 'Viyapara Hamuwa' resource person was Chandana Wanigasena, Vice President – Micro, Small, and Medium Enterprises (MSME) at DFCC Bank. The event was organized with the support of the branch teams from DFCC Bank's branches in Morawaka and Urubokka, together with the aid of DFCC Bank's Southern MSME development team. Amila Siriwardena, Managing Director of New Lanka Cinnamon, a leading young entrepreneur from the Southern Region, was invited to be a guest speaker at the event and share his insights.

Anton Arumugam, the Senior Vice President, Offshore Banking, Remittances, and Business Development at DFCC Bank, stated, "Driven by our sustainability goals, we believe in uplifting communities, and one of the cornerstones towards achieving that objective is to support and encourage the MSME and SME sector, especially female entrepreneurs. This is the backbone of the economy, and driving growth in the MSME and SME sector will help create opportunities and prosperity amongst local communities while supporting economic development at the national level. We are pleased to be able to conduct these knowledge- sharing sessions and discussions to help drive growth and innovation in this important sector of the economy."

Appreciating the efforts of DFCC Bank "Vyapara Hamuwa", A D Renuka, a female entrepreneur who participated in the workshop, expressed her thoughts, "We are very thankful to DFCC Bank for taking the time and initiative to help us in an effective and impactful manner. The program's content helped identify some of our hidden skills, talents, and untapped potential, while also helping us to identify and evaluate good business ideas and discuss effective execution techniques. I have walked away from the DFCC 'Vyapara Hamuwa' with renewed determination and courage."

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