

# DLB Implements Impactful CSR Initiatives For The People



*S A P Suriyapperuma, Chairman/CEO, DLB, presenting a tricycle to a sales assistant with special needs.*

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Development Lotteries Board (DLB) is enhancing the positive impact of corporate social responsibility (CSR) on the country's youth who are following higher education, undergraduates, underprivileged and the people with special needs as well as lottery sellers.

S A P Suriyapperuma, Chairman, DLB stated, "DLB has incorporated CSR initiatives more strategically towards improving the living standard of lottery sellers while helping the needy and uplifting people out of poverty."

The Board also focuses all of their enterprise actions to align with the broader picture of society's long-term interests. DLB is an important contributor to the Presidents Fund, which provides a range of welfare measures for the people with financial difficulties in obtaining medical facilities. It also provides financial assistance for the treatment of serious non-communicable diseases such as heart ailments and kidney transplant.

Those who require medical and surgical treatment are assisted by the President's Fund and it also provides housing and other necessary facilities for lottery sellers as a part of its CSR endeavor.

Soft Heart Foundation was established with the support of donors to assist the

needy with a view of improving their living standards even in a small way.

Another phase of the pro-gramme 'Let's stand together for the country' has been im-plemented by distributing 110 tricycles among sales assistants with special needs.

Five medical camps were held in Colombo, Galle, Kurunegala, Kandy and Badulla areas under the 'DLB Sathkara Initiative' for the benefit of Lottery agents and assistants.

DLB aspires to upgrade the living standards by contributing to the national economy to reach its potential.