

# **Graduates of DFCC Samata English Program Felicitated**

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DFCC Bank has conducted its “Samata English” program for the fourth year, as an online course, due to COVID -19 restrictions, in Anuradhapura, Badulla, and Vavuniya. The Samata English program is an initiative by DFCC Bank, conducted in line with its broader sustainability strategy, to promote spoken English skills and develop soft skills among youth aged 18-25, helping them to enter the workforce confidently.

The graduates of this year’s DFCC Samata English program were felicitated at Graduation Ceremonies held at DFCC Bank’s Branches. These ceremonies saw participants receive certificates for having completed the course and an opportunity to meet some of DFCC Bank’s senior management. The program was held for three years consecutively in 2017, 2018, and 2019 for youth in Gampaha, Kalutara, Kandy, Kurunegala, Galle, Ampara, Rathnapura, Polonnaruwa, and Jaffna, benefitting over 300 students. However, in 2020 and 2021, the Bank could not conduct the program due to the global pandemic. This year, the program focused on youth in the Anuradhapura, Vavuniya, and Badulla Districts, with over 50 young people benefitting from the program. These youth will now have the necessary spoken English and soft skills to enter the workforce.

Aasiri Iddamalgoda, Senior Vice President – Retail Banking and SME at DFCC Bank, said, “It gives me immense pleasure to say that, despite the challenges we face, we have been able to continue the DFCC Samata English program. As a socially responsible bank, we have identified the importance of English language proficiency and soft skills development for our youth. Individuals with these skills can easily enter the workforce and progress in their chosen careers while also being empowered to communicate with a global audience. Furthermore, education is one of the 6Es of our Sustainability Strategy, which has led us to be extensively involved with various educational initiatives. This initiative also aligns with our commitment to developing resilient communities. At DFCC Bank, we intend to continue with these initiatives, providing hope to our communities, even in these difficult times, as we look forward to a future where our youth can chase their dreams and live the

life they wish."

DFCC Bank was ranked amongst Business Today's Top 40 Corporates in Sri Lanka for the year 2020-2021.



**Badulla Branch**



**Anuradhapura Branch**

