

# HNB Yauwanabhimana



HNB, together with nine other corporate business organisations introduced their latest initiative 'Yauwanabhimana' (The pride of youth), a programme designated to empower the young generation of Sri Lanka by fostering personal and professional development and creating employability for everybody.

For this purpose HNB has obtained the collaboration of: Hayles, CIC, DIMO, Dialog, Holcim, British Council, University of Colombo and the World University Society of Canada.

Focused on empowering youth between the ages of 18 and 30 years, Yauwanabhimana programme offers access to a host of empowerment options. The programme aims to imbue the youth with work ethics, high levels of professionalism, integrity and commitment and thus mould the young to become more employable or successful at managing self-employment endeavours of their own.

The programme exposes and develops the young on fields such as corporate business, construction, telecommunication, mechanical engineering and agriculture. The HNB Yauwanabhimana combines savings, lending and insurance to build assets, fulfill development needs and create financial literacy.

Meanwhile, personal loans, education loans, as well as vehicle, home and entrepreneurial loans will all be available to facilitate the progress.

The programme comprises of a theme song, flag and a trilingual website to communicate its elements. The trilingual website was launched by Rajendra Theagarajah, Managing Director/CEO – HNB. “We had long felt the need for a programme of this nature and the initiatives we put out to gauge people’s reaction yeilded positive feedback. Almost every corporation we approached expressed their willingness to support and thus we did the initial ground work and started laying the foundations for the launch of what has become Yauwanabhimana.”