

HNB's Value Chain Financing Boosts Dairy Farming Sector through Wonrich Partnership



Damith Pallewatte, Acting CEO, HNB (fifth from left) exchanging the MoU with R.M.C.P. Rathnayake, CEO/MD, Wonrich (sixth from left) in the presence of (from left): Akeel Ahamed, Manager (Nikaweratiya Branch), HNB; Nirosch Edirisinghe, Regional Business Head (NCR), HNB; Mahinda Senevirathna, Head of Microfinance, HNB; Rajive Dissanayake, DGM - SME and Micro Finance, HNB; E.M. Darmasiri Ekanayake, HR Manager, Wonrich; D.M.C.B. Dissanayake, Assistant Manager, Wonrich; Hiran Karunarathna, Relationship Manager - MF/NCR, HNB; and Amila Jayasekara, Manager Micro Finance, HNB.

HNB announced a strategic partnership with Wonrich Dairy under the Value Chain Financing Initiatives,.

This collaboration aims to empower dairy farmers by providing tailored financial solutions and support while offering them access to customized financial products, technical assistance, and essential resources.

“Our partnership with Wonrich Dairy is a significant step in our commitment to

uplifting Sri Lanka's dairy farming community. This collaboration reflects our dedication to providing innovative financial solutions that catalyze growth and development in the agricultural and animal husbandry sector. Our association with Wonrich Dairy underscores our shared focus on empowering local farmers and promoting sustainable farming practices - which is also a testament to our efforts in driving meaningful transformation within this vital industry," said Rajive Dissanayake, DGM - SME and Micro Finance, HNB. The key benefits

of this partnership include tailored financial products that enable farmers to invest in modern farming techniques and equipment, comprehensive training programs and technical support to help them adopt best practices, facilitating access to high-quality inputs like feed, veterinary services, and breeding stock, and the creation of a robust value chain that supports farmers from production to market, enhancing their income.

"Through this strategic partnership, HNB and Wonrich Dairy are united in our vision to cultivate a sustainable and prosperous future for Sri Lanka's dairy farming community. We are confident that this collaboration will catalyze positive transformation within the dairy industry, benefiting thousands of farmers nationwide and elevating the industry. Together, we are paving the way for a more resilient and thriving dairy sector that will contribute significantly to the country's economic development and food security," said R. M. Ratnayake, MD/CEO of Wonrich Dairy.

The initiative will involve over 12,500 dairy farmers from across various regions of Sri Lanka. The program will include workshops and training sessions conducted by agricultural experts and industry professionals, focusing on modern dairy farming techniques and business management.

HNB was ranked among the top five positions on Business Today's Top 40 rankings for 2023.