

# Launch of NSB Mega Till



*L-R: Ajith Peiris, the General Manager/CEO, NSB; Dr. Nandalal Weerasinghe, Governor of the Central Bank of Sri Lanka; and Dr. Harsha Cabraal PC, Chairperson of NSB.*

The NSB Mega Till was ceremonially launched under the auspices of Dr. Harsha Cabraal PC, Chairperson of NSB, accompanied by the Board of Directors and graced by Dr. Nandalal Weerasinghe, Governor of the Central Bank of Sri Lanka and fellow CBSL officers, A. A. M. Thassim, Assistant Governor of CBSL, Ajith Peiris, the General Manager/CEO, Senior Deputy General Manager, Deputy General Managers, Assistant General Managers, Regional managers as well as other officers of NSB participated at the event. In achieving this noble goal, NSB has spared no effort to enlighten the masses regardless of their social strata to ensure every individual embraces the savings habit and, in turn, provides financial prudence.

In celebration of World Thrift Day, the NSB has long pioneered the celebration of thrift and frugality throughout October and named it Thrift Month in its corporate calendar. Since immemorial, the savings till has signified wealth accumulation through thrift and frugality. Both values are the guiding principles of the National Savings Bank, and hence, the till enshrined within the bank's logo serves as the very symbol of its pride. Further, the till enables savings from the lowest monetary unit, thus enhancing its universal ability to appeal to anyone as a simple tool to create a nest egg over time, utilizing even a cent as the bare minimum. This ability is unique in its appeal to people from the grassroots level to that of elite society to bring forth a sense of savings within them.

Furthermore, by design, the till, once complete, provides the saver with a sense of satisfaction, which in turn necessitates the saver to obtain a bigger till; this subtle sentiment leads the saver to think big invariably. The bigger one assumes, the bigger one's achievement. This sentiment has driven the NSB to re-launch its most notable NSB Mega Till Island-wide Savings Promotion in 2023 to coincide with its Thrift Month Program.

By re-launching the iconic NSB Mega Till Island-wide Savings Promotion, the NSB envisions the parading of the symbolic till across the nation to raise awareness amongst the people and especially grant financial inclusion to those that are deemed unbanked and underbanked within the grassroots levels of society as well as appeal to the more well-off segments of society to embrace the savings culture.

Given the prevailing economic situation of the country, the NSB wishes to contribute to the nation's improvement by increasing domestic savings across a broader, leading to both microeconomic and macroeconomic benefits to the whole nation.