

Maliban – Official Biscuit Provider For Sri Lanka Girl Guides Association

Posted on



Maliban Biscuit Manufacturing was announced as the Official Biscuit Provider for the Sri Lanka Girl Guides Association (SLGGA). Maliban will produce a new line of biscuits, the 'Maliban Girl Guide Biscuit' which will be given free of charge to the SLGGA. These biscuits will be sold by the Girl Guides and the proceeds used for the SLGGA building fund. In addition, Maliban will also conduct leadership training programmes and sponsor administration and management training workshops for the Girl Guides. Training programmes will be conducted by Maliban on a monthly basis for the Girl Guides in order to enhance their leadership skills.

Maliban was the platinum sponsor for Rally 2011, the annual rally of the SLGGA, which was held at Galle Face Green under the patronage of Shiranthi Wickremasinghe Rajapaksa, the

First Lady of Sri Lanka. In recognition of these efforts, an appreciation award was presented to Maliban by the SLGGA, during the event. These initiatives are being conducted under the leadership of Hashan Haputhanthri, Marketing Manager, Maliban Biscuits.

Speaking at the event, D L Weerasuriya, CEO of Maliban Biscuits, indicated that Maliban had decided to enter into this venture since the Girl Guides Association played a very valuable role in fostering leadership qualities among young girls who would become the future mothers and housewives of Sri Lanka. Therefore, Maliban was supporting this initiative as part of its Corporate Social Responsibility (CSR) programme.

Commenting on the initiative with Maliban, Shaleeka Abeygunasekera, Director, Relationship to Society, SLGGA, stated that these new programmes would assist in the empowerment of girls and young women.

Rally 2011 took place with the participation of around 3,500 Girl Guides from all nine provinces of the country. It provided the Girl Guides with the chance to share a day of unity and spirit and was also an opportunity for members from across the Island to come together and appreciate the diversity prevalent amongst the members of the Girl Guides Association.

