

NDB Launches Savings Booklet



A savings booklet, Ithuru Karana Maga was launched by NDB Bank. The first copy of the publication was presented to Ajith Nivard Cabraal, Governor of the Central Bank of Sri Lanka by P M Nagahawatte, Chairman of NDB.

The booklet was launched in an effort to foster healty savings habits amongst Sri Lankans under a new savings drive titled, ithiri karamu, api hademu, rata hadamu', which aims to highlight the potential benefits of cutting down unnecessary waste that takes place in one's day to day lives.

For most, saving is a task hard to imagine, given the diverse financial commitments of today's modern pace. In this, NDB Bank proposes that saving is no longer a luxury accessible to a few, but indeed an option for everyone.

The booklet offers useful tips on how to optimise the benefits and minimise waste of common everyday essentials via the discounting of continuous unconscious wastage of national resources. In addition to healthy habits on conserving utilities, the booklet also provides valuable insights on saving to be made from efficiencies in time management and how simple steps in managing cash and the environment can also lead to higher levels of disposable income and increased saving.

Commenting on this national level endeavour, Russell De Mel, the CEO of NDB Bank said "as a responsible and financial services provider, NDB Bank sees it as their moral obligation to initiate an islandwide campaign to drive the concept of saving. The Bank drives this initiative, in the hope that it will lead the way in developing positive savings habits that will empower people to save for a rainy day".