

NSB takes digital banking to the people with island-wide digital drive



Staff of NSB during a digital drive campaign.

The National Savings Bank (NSB) has launched an island-wide Digital Drive campaign to accelerate digital transformation and financial inclusion in Sri Lanka, taking banking services directly to the public through town-storming initiatives and digital literacy programs. Built on a strong face-to-face engagement approach, the

campaign aims to bridge the gap between technology and customers by raising awareness of the convenience, safety, and accessibility of digital banking solutions, with a particular focus on NSBPay and NSB QR payments. The initiative has already covered key high-footfall locations across the Southern and Western regions, engaging large numbers of customers and building strong momentum. Activations at prominent venues such as Colombo Fort Railway Station and Liberty Plaza have seen significant public participation, with customers receiving hands-on demonstrations and real-time support for onboarding to digital platforms. Notably, this progress reflects only the first six days of activity, with customer interest and engagement continuing to grow. NSB’s Digital Drive goes beyond promotion by emphasizing education, empowering customers with the knowledge and confidence needed to adopt digital banking.

The campaign highlights the role of digital banking as a key enabler of modern economies, offering anytime, anywhere access to financial services while improving efficiency and inclusion, especially for underserved communities. A central feature of the campaign is the promotion of NSB QR, supporting the government’s push toward a cashless economy.

This solution enables fast, secure, and convenient payments via QR codes, benefiting customers, businesses, and the broader economy. Special attention is given to onboarding micro and small merchants, helping integrate them into the digital payment ecosystem. By combining technology with human interaction, NSB’s Digital Drive supports Sri Lanka’s vision of a digitally empowered and financially inclusive society while strengthening trust and adoption of digital banking services.