

Pan Asia Bank launches 'Life to Our Beaches' with Sri Lanka business and biodiversity platform



Naleen Edirisinghe, Director/CEO of Pan Asia Bank, and Shiranee Yasaratne, Senior Technical Lead at Business and Biodiversity Sri Lanka platform (center), along with the Pan Asia Bank team.

Pan Asia Bank has partnered with the Sri Lanka Business and Biodiversity Platform to launch the 'Life to Our Beaches – Beach Caretaker Initiative', reaffirming its commitment to environmental conservation and sustainable community development.

As part of this initiative, Pan Asia Bank will adopt a designated stretch of beach in Hikkaduwa, which will be systematically cleaned and maintained over a period of one year. The program is designed to support the protection of coastal ecosystems while enhancing the environmental quality of one of Sri Lanka's most popular coastal destinations.

The initiative extends beyond environmental impact to deliver meaningful social and economic benefits. A beach caretaker from a low-income family will be employed to manage and maintain the adopted area, creating a stable livelihood while fostering a sense of ownership and responsibility towards preserving natural resources within the local community. The project aims to reduce coastal pollution, protect

marine biodiversity, and promote cleaner, safer coastal environments through regular maintenance and conservation efforts. At the same time, it encourages responsible tourism practices and raises awareness on the importance of safeguarding Sri Lanka's fragile coastal ecosystems. Christman Fonseka, Senior Manager of Branch Credit, Pan Asia Bank, stated: "Sustainability is a core pillar of our corporate philosophy and initiatives such as 'Life to Our Beaches' allow us to translate this commitment into tangible action. By combining environmental conservation with community empowerment, we aim to create long-term value that benefits both people and the planet."

By aligning environmental stewardship with community engagement, Pan Asia Bank continues to strengthen its role as a Truly Sri Lankan bank and responsible corporate citizen, contributing to the long-term sustainability of Sri Lanka's coastal heritage while supporting inclusive economic development.