

# People's Bank partners with International Finance Corporation (IFC)



*During the programs conducted by People's Bank in various parts of the island.*

People's Bank, in collaboration with the International Finance Corporation (IFC), is working towards strengthening the financial awareness and financial literacy of micro, small and medium-sized enterprises (MSMEs) and women entrepreneurs by coordinating a series of special customer awareness programs and women entrepreneurship development programs. These programs were conducted in areas including Anuradhapura, Polonnaruwa, Kegalle, Puttalam, Kurunegala, Kalutara and Colombo during the months of February and March 2024. The training covered topics focused on business plans during a crisis and women empowerment and financial management", which catered towards women entrepreneurs.

The sessions were facilitated by Lalinda Wickramarathne, Master of Training for IFC, with the participation of respective Regional Managers, Senior Managers and Regional Credit unit staff of People's Bank.

This joint initiative aimed to provide aspiring entrepreneurs access to crucial resources, including mentoring, training and financial support. In addition, the collaboration focused on facilitating access to finance for MSMEs and women entrepreneurs via innovative financial solutions.