

Sampath Bank unveils the ‘Wewata Jeewayak’ Initiative



Tharaka Ranwala, Senior Deputy General Manager Marketing, Customer Care and Card Centre, Sampath Bank (second left); Harsha Amarasekera, Chairman, Sampath Bank (centre); Sarath Kothalawala, Actor; and Ayodhya Iddawela Perera, Managing Director, Sampath Bank; along with other officials at Sampath Bank's 'Wewata Jeewayak' initiative.

Sampath Bank presented an impactful new commercial at Scope Cinema, Colombo City Centre, showcasing the inspiring story of resilience and renewal through the powerful 'Wewata Jeewayak' initiative.

This milestone event attracted key officials from the Mahaweli Authority, senior management and staff of Sampath Bank, as well as cast members from the commercial.

The commercial features Sri Lankan actors Sarath Kothalawala and Amila Abeysekera, highlighting the resilience of farming communities and the importance of preserving the nation's agricultural heritage.

For generations, Sri Lanka's farmers have been the backbone of our nation, nurturing the land and relying on the reservoirs that sustain entire communities. As these vital water sources fell into neglect, the challenges of farming intensified, threatening agriculture and the livelihoods of rural families. Sampath Bank's 'Wewata Jeewayak' initiative was developed with a profound understanding of these challenges, with a clear focus on restoring the tanks that are essential to farmers' way of life.

Tharaka Ranwala, Senior Deputy General Manager – Marketing, Customer Care & Card Centre, Sampath Bank, said, "Sri Lanka has always been a nation that provides for itself, with rice cultivation at the heart of its history. However, over time, farmers have faced increasing challenges due to water scarcity, making it nearly impossible to cultivate during the Yala and Maha seasons without sufficient rainfall. Two decades ago, Sampath Bank recognised this struggle and took action to restore neglected reservoirs that are vital life-lines for both agriculture and the broader ecosystem. As we near the completion of the 25th restored tank, we are proud to share this journey with the nation, capturing the essence of the 'Wewata Jeewayak' initiative and the lasting impact it has had on thousands of lives. To reflect the project's lasting impact and its transformative effect on countless communities, our Marketing and CSR teams collaborated to create a commercial that brings this story to life."