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Sri Lanka Banks Association Launches New Dynamic Website



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The Sri Lanka Banks' Association (SLBA) has launched its revamped, dynamic website. The site was launched through an on-screen link at a virtual event by the Chief Guest Professor W D Lakshman, Governor of the Central Bank of Sri Lanka. Chief Guest Professor W D Lakshman Governor of the Central Bank of Sri Lanka commented, "The Central Bank of Sri Lanka recognizes the contribution and thought leadership provided by SLBA representing the collective effort of the banking industry to preserve the resilience and stability of the sector, while spearheading innovation such as sustainable finance initiatives to take the Sri Lankan banking and financial sector to greater heights. We appreciate the efforts of

SLBA in promoting consultation within the banking industry and maintaining a continuous dialogue with the Central Bank and other stakeholders. In this regard, the website launching today will mark an important milestone for SLBA and the banking sector. I wish the banking sector will innovate to facilitate economic revival and sustainable domestic development actively. Among needed innovations, from the point of view of promoting domestic economic/ business activities, a rethinking of the current collateral- based lending culture of the banks and looking for alternative businesses – growth-friendly project-based lending practices are highly needed. SLBA I hope will take a leadership role in this process of innovation." The overarching goal of the Sri Lanka Banks' Association is to help banks work for the good of the people by supporting industry participants and regulators in maintaining the overall stability of the monetary and financial system, ensuring economic security. The newly launched website will be a catalyst for accelerating such efforts by enhancing the SLBA's ability to disseminate information and drive multi-stakeholder discussion on topics of importance. Lakshman Silva, Chairman, said, "We are both proud and delighted to launch the new website. The latest site showcases the importance of modernization and digitization to ensure better communication and engagement amongst the banking industry and all its stakeholders. This initiative will facilitate a seamless information sharing process to those even outside the sphere of banking – including the general public and other interested parties. With digitization playing a significant role in adapting to a post-Covid 'new norm', SLBA is pleased to contribute to the digital transformation of stakeholder engagement and the sharing of information across the banking sector's various aspects and operational areas. Digitalization and banking now go hand in hand, and this way forward is pivotal for the baking industry to face the multifaceted challenges we are posed within this new normal."