

Standard Chartered Bank Opens All Womenâ€™S Branch And DIVA Account



Standard Chartered Bank launched an all women's branch aimed at providing greater financial independence to its female customers. The branch was inaugurated by Madhavi Lall, Head of Human Resources for South Asia, Standard Chartered Bank.

The branch will have an all-women staff, including women security guards and janitorial staff, catering to its customers, it was stated.

Speaking at the inauguration, Madhavi Lall said, "Women are seen as major shapers in the market, with products and services designed specifically for women. Gender diversity is also a key component in creating an inclusive environment where each individual has an equal opportunity to maximise their potential and perform to the peak of their abilities, "

Anirvan Ghosh Dastidar, Head of Consumer Banking for Standard Chartered Bank said, "Standard Chartered intends to be a leader in gender diversity by 2011. The need to achieve leadership in this area is driven by business imperatives and organisations have understood that if they do not address this issue they could

face the prospect of losing 50 percent of the potential leaders of their workforce. In fact we are proud to be able to say that in Sri Lanka over 42 percent of our staff are females and 31 percent of them are in senior roles”.

The event also marked the launch of the Standard Chartered Bank’s Diva Account, which offers a range of benefits for women

Speaking of the Diva product, Dastidar, said, “We understand that our customers have diverse needs and we strive to cater to those needs. The Diva Club Account is one such initiative; it aims to cater to the demands and lifestyles of every modern day Diva. And we believe there is a Diva in every woman!”