

WEDNESDAY, MARCH 9, 2022

NEWS/ADVERTORIAL

'People's Remittance Vaasi Kotiyai' picks first millionaire winner

People's Bank picked the first millionaire in "People's Remittance Vaasi Kotiyai, Ewannai Dinannai" draw where the monthly winner of February along with daily and weekly winners for the 3rd and 4th weeks of February.

This event was held at the People's Bank, Overseas Customer Services premises at Colombo 10 recently. Accordingly, Rs.1 million cash prize were awarded to the monthly winner while two Weekly Winners would be awarded 22-Karat gold sovereigns and cash prizes each would be presented to fourteen Daily Winners.

People's Bank launched "People's Remittance Vaasi Kotiyai" Draw

from February 1, to encourage and appreciate Sri Lankan migrant workers who work tirelessly to strengthen the country's economy and build a better life for themselves and their families. Under this promotion the Grand Draw winner who will be selected at the year end will be presented with a Grand Prize of Rs.10 million. Additionally, Rs.1 million monthly winners will be selected every month, 22K gold sovereign weekly winners will be selected 48 times, while in 10,000 daily cash prize winners will be selected 334 times until December 31, 2022.

All customers who remit foreign remittances to People's Bank accounts,



to other bank accounts through People's Bank and remittances collected over the counter at People's Bank

branches including WU, Ria or similar channels during the period from February 1 to December 31 are eligible

for the draw. Customers can also increase their chances of winning by remitting more money. People's Bank

Chairman Sujewa Rajapakse, Ranjith Kodituwakku Chief Executive Officer and General Manager, Rohan Pathirage Senior Deputy General Manager Overseas Customer Services, Mahinda Premanath Deputy General Manager Channel Management, Lalith Vithana Deputy General Manager Banking Support Services, E.A.M. Dissanayake Assistant General Manager Audit, Aruni Liyanagunawardana Assistant General Manager OCS, Nalaka Wijayawardana Head of Marketing, Renuka Arunasalam Chief Manager Overseas Customer Services and Thilini Perera Senior Manager OCS, Vipula Warnakula Senior Manager IT participated in the event.

Cargills 'Village to Home' supports local SMEs

The pandemic has caused many challenges to the agricultural and SME communities across Sri Lanka. Among the challenges was a lack of market access. The Cargills 'Village to Home' programme was launched with the intention of addressing this issue and supporting the country's small and medium entrepreneurs by providing them with a platform to engage with a larger network of customers.

The programme is a monthly trade fair at Cargills FoodCity premises, which commenced in the latter part of 2020, for selected SMEs with demarcated stalls to sell their products directly to customers. Cargills bears all expenses related to this programme, including the cost of stalls, utility and marketing. To date, over 90 SMEs have taken part in the programme.

In addition to a marketplace and an added source of income, Cargills also provides technical support to the SMEs in terms of packaging, labelling and quality assurance, while the Cargills Bank provides financing through low-cost loan schemes. SMEs also stand an opportunity to get their products listed at Cargills while the programme has also been able to open markets beyond Sri Lanka for some

SMEs. Cargills is committed to assisting entrepreneurs to contribute towards national development. Cargills has been supporting the agricultural and SME communities of Sri Lanka for over 20 years since the company established its farmer out-grower network in 1999. The Cargills community development programme features both dairy and agricultural farmers as well as the local SMEs at the heart of it.

The 10th programme of Cargills 'Village to Home' was successfully conducted on February 26 and 27 at the Kadawatha-3 Cargills FoodCity premises. The 10th programme had an array of products on offer ranging from ayurvedic beauty products, coconut oil and coconut-based products, aloe vera jelly and desserts, sugar cane-based products, coir and reed (pan) products to soft toys.

The products on offer as well as the event were received well by the customers. The recently introduced Lanka QR payment facility was also available for consumers to make cashless payments, providing added convenience. The National Enterprise Development Authority (NEDA), the Small Enterprises Development Divi-



Chief Guest, Director General Development and Finance Ministry of Finance Geetha Wimalaweera with Yamuna Kumari from Cargills Village to Home Team.

sion (SED), the Ministry of Cane, Brass, Clay, Furniture and Rural Industry Promotion and the Ministry of Industry and Commerce have assisted Cargills in the selection of SMEs. The Cargills Foundation had a special stall at this month's 'Village to Home', with the intention of sharing the work undertaken by their Early Childhood Education (ECE) Programme which provides children with an early exposure to English as a second language. The ECE Programme aims to improve the lives of children

beyond urban Sri Lanka, as exposure to English at a young age helps build confidence in children and stand them in good stead for the future. The Foundation has developed the 'Cargills ESL home learning pack, which provides access to a digital learning app along with 5 storybooks. The packs are available at selected Cargills FoodCity outlets and all sales proceeds are utilized to fund the Cargills ECE Programme which is being implemented in preschools across the island.

CIPM SL hosts inaugural CEO's Voice Webinar series



Priyantha Talwatte receiving the token of appreciation from Ken Vijayakumar, Vice President of CIPM SL with Dr. Samitha Perera with Jayantha Amarasinghe on the screen

CIPM Sri Lanka – the nation's leader in human resource management, hosted the inaugural webinar series 'CEO's Voice', recently to gain viewpoints from respected corporate leaders on perspectives for accelerated development towards nation-building and the way forward.

The webinar focused on two essential topics: the index of economic freedom and interesting outlooks for speedier country development and competitiveness and the mental readiness of citizens towards this objective. Moreover, the session was vital for professionals, students, and the public to understand and be aware of the current economic development outlook. Jayantha Amarasinghe, President CIPM SL, who moderated the event, welcomed the eminent speakers, Priyantha Talwatte, Director/CEO, Nations Trust Bank and Dr. Samitha Perera, Director/CEO, CBL Foods International.

Commencing the discussion, Jayasinghe said, "We are all hungry for development, in all aspects to claim a better life. In recent years, countries' economic freedom has been fairly consistent. Contributing to the national GDP is important where everyone in the country should have the freedom to be engaged in business and perform." In response to the question on the Economic Freedom Index and how Sri Lanka can adjust, Talwatte replied, "The Economic Freedom Index was actually designed by an organization called the Heritage Foundation. They have been doing this analysis for the last 27 years. For 2021, Sri Lanka is ranked at the 131st position. We need to ask ourselves as private citizens of this country, if we are happy staying there or do we need to create a more enabling environment to move it forward, to improve, and what and how should we be



Priyantha Talwatte and Dr. Samitha Perera conducting the webinar

doing as private citizens in enabling this."

Elaborating how Sri Lanka can develop competitiveness in the economy to create a robust platform for innovation and entrepreneurship, Dr. Samitha Perera said, "There need to be sustainable economic policies, social infrastructure, technology, the mindset of the people in addition to micro factors such as converting an idea into a product which is sustainable in the global market, a combination of all these will create a competitive country." In concluding the interesting session, Amarasinghe noted, "We invite all chief executive officers and managing directors in the country to come together to discuss and educate our people on areas that need to be changed and our responsibilities to find solutions."

He cordially invited all participants to join future webinars with the following planned programme for March 2022. Currently, CIPM SL comprises over 1,200 professional members who serve both public and private organizations. It is accredited by the Chartered Institute of Personnel and Development (CIPD) UK, and affiliated with the Asia Pacific Foundation of Human Resource Management and the World Federation of People Management Associations.

5G-ready Samsung Galaxy S22 Series available for pre-order at Dialog

Dialog Axiata PLC, Sri Lanka's premier connectivity provider, announced the pre-order availability for the all-new 5G-ready Samsung Galaxy S22 and S22 Ultra, where all the Samsung Galaxy S22 flagship devices have also been enabled to experience the power of 5G on Dialog's 5G trial network, the first of its kind in South Asia.

Dialog is the first and only network to offer Voice over Wi-Fi (VoWiFi or WiFi Calling), VoLTE (Voice over LTE) and eSIM capabilities for the latest Samsung Galaxy 5G range. The latest introductions to the Samsung Galaxy range are now available for pre-order via <https://preorder.dialog.lk>.

Additionally, Dialog Customers will receive free Samsung Galaxy Buds Live and a free Anytime Data bundle of 150GB (valid for 60 days) with every

Samsung S22 pre-order, while customers that pre-order Samsung S22 Ultra will receive free Samsung Galaxy Buds 2 along with free Anytime Data bundle of 200GB (valid for 60 days). Club Vision members have the added benefit of redeeming their loyalty discounts when purchasing the devices from Dialog.

Customers are also provided with the convenient payment method of purchasing the latest Samsung Galaxy S22 and S22 Ultra on monthly instalment plans at 0% interest – up to 40 months with leading credit cards.

All online purchases will also receive free doorstep delivery. More information can be accessed via - <https://www.dialog.lk/mobile-devices>

Packed with Samsung's latest AI technology and new Nightography features, the Galaxy S22

supports next-level camera experiences, ensuring that content remains crisp and clear, day or night. The smartphones' lightning-fast 4nm processor powers users through even the busiest of days, while their sleek and durable Armor Aluminum design is built to last.

The Galaxy S22 Ultra, meanwhile, combines the unrivalled power of the Note series with the S series' pro-grade camera and performance, and is the first S series device to feature a built-in S Pen – Samsung's fastest and most responsive yet.

Samsung Galaxy S22 is available in the colours Phantom Black and Phantom White with 8GB RAM + 256GB internal storage capacity. Samsung Galaxy S22 Ultra is available in the colours Phantom Black, Burgundy and Green with 12GB RAM + 256GB internal storage capacity.



Daraz Lanka launches 'Daraz Arya Shakthi' for women entrepreneurs

Celebrating the efforts of women entrepreneurs across the country, Daraz Sri Lanka launched the 'Daraz Arya Shakthi' initiative in-line with the forthcoming International Women's Day.

This significant move by the e-commerce industry trendsetter aims to recognize and endorse the social, economic, and cultural value generated to the community and the country by women entrepreneurs, through the power of e-commerce.

E-commerce in Southeast Asia and Sri Lanka witnessed a rapid growth in recent years. Yet, the struggle to attract women to e-commerce has posed a major challenge in reaching the full potential of the industry. Determined to transform this narrative, Daraz Sri Lanka formulated the 'Daraz Arya Shakthi' initiative to equip both active and prospective women entrepreneurs with the right kind of knowledge, skills, and attitudes for increased e-commerce participation.

Women entrepreneurs who sign up for Daraz Arya Shakthi will be entitled to a number of exclusive benefits, including 0% commission charges during the first month of signing up, sales proceeds within seven days, and free packaging materials. The benefits further include



free training sessions and workshops directly conducted by the Daraz Seller Support team, along with free product photoshoots to upload on their store profiles.

These benefits come in addition to a number of opportunities provided by Daraz to all its sellers through Daraz University and Daraz Seller Centre.

"Women empowerment today has become a buzzword. We want to change this perception by bringing meaning to it in order to foster real change. The ideology of Daraz Arya Shakthi is to empower women to pursue their entrepreneurial dream. This initiative focuses on understanding the struggles and challeng-

es faced by women entrepreneurs, and through this, we are determined to provide a safe platform for women to be more economically and socially empowered," Daraz Sri Lanka Head of Marketplace Praveen Rukshan Xavier stated.

To date, Daraz Sri Lanka accommodates 50,000 sellers and offers delivery islandwide. Over 1,000 women entrepreneurs have already joined hands to be a part of this growing seller community. With Daraz Arya Shakthi, Daraz Sri Lanka expects women to play a bigger role in the workforce and transform into being the drivers of national economic prosperity in the near future.

AIBL partners All Island School Children's Transport Association

Assetline Insurance Brokers (Private) Limited (AIBL) recently joined hands with All Island School Children's Transport Association (AISCTA) as their insurance partner.

According to the agreement signed by both parties, a customized motor insurance cover has been introduced to the AISCTA membership covering their vehicles used to transport students islandwide. Additionally, a separate accident cover for the students traveling in the vehicles and the driver is provided along with numerous other benefits under this two year agreement.

AIBL is the insurance arm of the David Pieris Group with over 15 years' experience providing one-stop insurance solutions for both corporate and retail customers. President of the AISCTA, L.M.S. de Silva stated that their 27,000 members located islandwide will have easy access to insurance experts and advisory services given AIBL's country-wide presence.

"Transporting school



Romany Parakrama, Chairperson, AIBL presents an AIBL branded umbrella to L.M.S. De Silva, Chairman, AISCTA symbolically meaning the insurance cover and protection. Dhanika De Silva, Director, AIBL, Nihal Handunge, Managing Director, Saman Kumara, National Sales Manager, Janaka Jayarathne, Head of Finance, Anuradha Hettige, Head of Operations, Sandaruwan Buddhika, Regional In Charge and H.R.C. Piyasundara, Treasurer, AISCTA are also in the picture.

children in a safe and protected manner is our priority and responsibility. With the insurance cover customized for us by AIBL, we can, now transport students with confidence and peace of mind," Silva added.

Speaking at the event, Nihal Handunge, Managing Director, Assetline Insurance Brokers (Private) Limited stated; "As the fourth largest insurance broker in the country, we nurture a strong relationship with over 28 insurance companies in Sri Lanka which allows us to offer insurance solutions designed to fulfill

varied customer requirements coupled with our expertise, as we understand the customer pain points".

"In addition to our islandwide presence with our network of 24 branches and nearly 100 agents, we have invested in technology which allows AIBL to issue cover notes on the go, while linked to our back office on real-time basis. Our customers can also use our online sales platform clicktoinsure.lk to compare and purchase insurance solutions that suit them best giving them a wider choice to select

the best at their own convenience," Handunge added. Clicktoinsure.lk also allows AIBL customers to review their existing insurance cover and purchase or renew their policies at anytime from anywhere.

The two parties also discussed the possibility of obtaining other services offered by the David Pieris Group such as Bajaj Genuine Spare Parts, Atlas and Orion tyres at special discounts, special leasing facilities from Assetline for the members of the AISCTA and their families.