

CORPORATE SOCIAL RESPONSIBILITY

The People's Bank has a history of care for people and environment, firmly embedded in its psyche. We recognise our role within community and environment, which goes well beyond being the Bank of the people.

Over the years, we've channelled our resources into many areas of the life of the Nation, helping sectors of the community most in need of such help. We've made contributions to cultural and religious activities, to the sectors of health and education, and so much more.

During the year under review, the 47th Anniversary of the Bank was the celebratory spur for many of the projects which we will report upon in this chapter.

HEALTH

This year, the Bank initiated projects to repair 10 Provincial Hospitals and refurbish 2 wards at the Cancer Hospital, Maharagama.

Taking our initiative at the Cancer Hospital to illustrate the scope of our assistance, the Bank and its employees combined to raise the financial resources to repair and refurbish Wards 7 and 8, where work included attention to ceilings, water supply, toilets, furniture, masonry, electrical work and the supply of a wide variety of equipment.

Of a total budget of Rs 700,000, the Bank raised Rs 200,000 whilst staff and donors from the area raised the balance Rs 500,000.

In the process, our staff noted the parlous state of adjacent Wards 9 and 10 and the Bank is undertaking a similar exercise of refurbishment for them too.

Whilst financial resources went towards purchase of equipment and materials, the hands on work was accomplished by our staff.

Similarly, the Nuwara-Eliya Hospital, which is a key facilitator of surrounding rural hospitals in Udu Pussellawa, Kotmale, Hatton, Talawakelle, Lindula, Agarapatana and Walapane, was also found in need of refurbishment.

The Bank's Regional Head Office and several branches undertook the renovations, augmented by manpower from the Hospital.

EDUCATION

The importance of a literate and intelligent emerging generation, equipped to take on the mantle of leadership in the years ahead is well recognised by the Bank. We are honoured to be able to play our part in their development and progress.

During the year under review, the Bank put forth several initiatives in this regard.

Our Kuruwita branch undertook the renovation of the library at Kandangoda Vidyalaya. Here again, the Bank committed both financial and personnel resources in successfully completing the project.

Our Ratnapura Town Branch undertook to provide 2 name boards for Bambarakotuwa Navodya Vidyalaya.

The Bank also provided much needed equipment for the gymnasiums of Anamaduwa Central College and Kottagamuwa School.

The People's Bank sponsored the Olympiad Junior Competition conducted by the Department of Education to recognise students excelling in Mathematics and Science.

Another project which received our sponsorship was 'Sisu Udana Funday Times all-island essay competition' run by the Funday Times, Children's supplement of The Sunday Times newspaper, to coincide with International Children's Day, 2008.



Children from grades 2 to 9 were eligible to enter the competition and finalists were chosen from all 25 districts.

Our goal was to further the language and creative writing skills of students from all over the country.

ARTS, CULTURE AND RELIGION

The Bank maintains a healthy interest and involvement in supporting many projects that contribute to good values in society, particularly in the field of arts and culture and religion.

The 'Arts Festival - 2008' was an event organised by the Arts Circle of People's Bank and was held at the Elphinstone Theatre, Colombo. This event had several high points.

A CD titled 'Pembara Geetha' featuring the lyrics and songs of our own employees under the direction of well renowned Professor Sanath Nandasiri was released at the event.

The Bank's very own dance troupe performed with distinction at its inaugural showing.

Awards and certificates were bestowed on Bank employees and their children who emerged winners of our Literature Competition for the period 2007/08. Winning entries were compiled into a magazine, 'Kalahanda' and unveiled at the festival.

The Bank also took this opportunity to felicitate the 'greats' - Dr. Pandit Amaradeva, Dr. Premasiri Khemadasa, K. Jayatilleke and J.H. Jayawardene, who have all contributed immensely to the development of arts in Sri Lanka.

The Bank also sponsored a CD containing Sinhala, Pali Jayamangala Gatha & Narasiha Gatha sung by Visharada Nanda Malini which was launched at the BMICH, during the year in review. This CD will be distributed to temples island-wide and amongst the customers of the Bank.

The 100th episode of the teledrama series 'Paramitha' was telecast in April 2008. People's Bank was the main sponsor of the programme. Our involvement was influenced by the fact that this series plays a significant role in shaping beneficial artistic and literary taste amongst the generation of the future.

The Bank joined forces with the Department of Civil Security, the latter operating under the aegis of the Archaeological Department, to refurbish, beautify and provide for the maintenance of the grounds in which the sacred Aukana Buddha statue is situated. Ours is a contribution towards preserving and protecting a national treasure and a place of worship and tranquillity for the people well into the future.

The Bank made arrangements for the morning almsgiving (heel dana) to nearly 20,000 devotees who flocked to the Sri Maha Bodhiya on Poson Poya Day. This was the 22nd occasion on which this gesture was made by People's Bank.

A 'Bakthi Gee' programme was performed by the Bank's employees on the evening of the Poson Poya, at the Southern gateway of the historic Ruwanweliseya. This programme was organised by the Anuradhapura Arts Association of the Bank.

Furthermore, the Bank's Buddhist Society made several important donations to worthy causes, consisting of health aids, books, dry rations and plants and also was instrumental in constructing and gifting a house to a deserving family in Nochchiyagama.

The Bank's Christian Guild made an important and valuable donation of a Warm Air Hypothermia System to the Lady Ridgeway Children's Hospital, which significantly upgraded the hospital's capacity in the line of heart surgery.

