

People's Bank establishes Service Centre in Cheddikulam, Vavuniya

People's Bank, the "Best Loved Bank" will be opening a service centre in Cheddikulam, Vavuniya on the 30th of May 2009 with the main objective of assisting the internally displaced persons who are residing in the relief villages in the area.

The bank has already established mobile units in these relief villages, which are currently monitored by the People's Bank Vavuniya branch. The mobile units provide banking and financial services to the people and at present large sums of money and gold jewellery belonging to the displaced persons have been taken in for secure storage in the vaults.

The new service centre which will be in close proximity to the People's Bank Vavuniya branch will be fully computerised and networked to all other branches across the island.

Supporting the government's efforts to rebuild the land and uplift the lives of the people in the region, Peoples' Bank will introduce new loan schemes for agriculture and livestock. Residents of the area will be able to obtain loans for paddy cultivation, vegetable and fruit crop cultivation, purchasing agricultural machinery, small and medium industries and other businesses as well. In addition home loan schemes will also be available for those who wish to build permanent houses in the region.

People's Bank is a state entity which not only provides banking services to the general public but also works toward the betterment of society.



Mr. Rajendra Theagarajah, Managing Director/CEO of HNB at the launch of the Safe Drinking Water & Sanitation Project in Bodhirajapura

HNB extends the Safe Drinking Water and Sanitation project to Bodhirajapura, in Kataragama

Hatton National Bank extended the Safe Drinking Water and Sanitation project to a temple located at Bodhirajapura village on the Sithulpauwva Road bordering the Yala sanctuary about 5 kilometers away from the Kataragama main town. This temple is the last point of rest for pilgrims before entering Kataragama, especially those who travel by foot using the Sithulpauwva Road from the eastern parts of the county to

participate in the Kataragama festival. Until recently the only source of safe drinking water for these pilgrims was from an old dilapidated well at this temple. Through the extension of HNB's Safe Drinking Water and Sanitation Project to this location a total number of 75 families living in the area are bound to benefit and in addition to this an estimated 50,000 pilgrims who visit Kataragama during the festi-

val months of July and August will now have access to safe drinking water and proper sanitation facilities.

With the support extended by the local authorities Hatton National Bank was able to excavate and remove the hard rock located in the well and thereby increase the depth of the well.

The bank also constructed a perimeter wall with a concrete structure, installed two 2000 litre plastic overhead

tanks, an electric pump, constructed the water out lets and installed taps etc.

The Bodhirajapura project is the 5th project undertaken by the bank under the Safe Drinking Water and Sanitation programme. The bank's Safe Drinking Water and Sanitation Programme is initiated under the guidance of Mr. J. R.P.M. Paiva, Deputy General Manager - HR and Administration who heads the CSR initiatives of the bank.

Oriflame expands portfolio with new Wellness range

Oriflame, the leading Swedish cosmetics company selling direct, has announced its entry into the dietary supplement category with a Wellness range. This move comes as Oriflame seeks to target new beauty and health conscious consumer groups, looking for a holistic approach to enhance beauty from within. The Wellness range is developed in line with Oriflame's core identity, inspired by nature and best of science, further strengthening Oriflame as a unique and innovative company.

Robert af Jochnick, Co-founder and Chairman comments, "For more than 40 years Oriflame has offered a complete range of high-quality beauty products inspired by nature. Over the years my family and I have also actively supported medical, nutritional and health research. We have learned that proper nutrition plays an important role in beauty and health. This is why we now are combining Oriflame's extensive beauty knowledge with nutritional research.

Together with leading Swedish scientists and nutritional experts, we have developed Wellness by Oriflame to bring you beauty from within".

A balanced nutritional intake plays a major role in maintaining healthy-looking skin, counteracting the ageing process and supporting overall wellbeing. The new Wellness range will make dietary supplements more accessible to consumers who lead busy lives, providing the body with nutrients it needs. The new Wellness category will kick off with Natural Balance shake and Wellness pack for men and women.

Abans eco-friendly products help protect the environment and global warming

Abans, the leading household name in imports and retail of the world's best brands of innovative home appliances have stepped up their initiative to protect the environment with a firm commitment to provide Sri Lankan consumers with products that conform to the highest eco-friendly standards.

Abans introduced the first CFC free refrigerators to the Sri Lankan market a decade ago and since then have been spurred by the desire to contribute their mite towards protecting our planet for looming threat of global warming. LG's advanced research team have been working tirelessly through the years to develop innovative new eco-friendly products that protect the environment and also safeguard the health and well-being of the family. Noise, dust and smoke pollution, water and energy conservation are just some of the areas that LG's researchers are focusing on in their efforts to create eco-friendly products.

The Door Cooling Technology in Refrigerators which only LG has an international patent, emits cool air from the sides of the cabinet as well as the door. This enables cool air to be replenished quicker every time the door is opened and closed and shutting off the compressor faster, thereby saving as much as 25% or more electricity, depending on the frequency that the door is opened and closed.

The Art Cool Inverter Air Conditioner is another innovative energy saving appliance that will reduce your electricity bill by as much as 40%, while LG's Tromm (large capacity) Washing Machines take in wash loads upto 12.5 kgs, saving wash time, water and electricity. The innovative Steam Tromm Washing Machine uses the latest steam technology



for a wrinkle-free wash which conserves even more energy by eliminating the ironing of stubborn creases.

LG Microwave Ovens have replaced the traditional wood and coal fireplaces that dispelled smoke and soot, polluting the environment and causing respiratory illnesses to the housewife. LG Microwave ovens are 15 times safer than required US standard specifications and help cook complete healthy meals in minutes. It cooks clean and healthy fat-free meals, save space, time and electricity. The innovative new LG SolarDOM is the future of microwave ovens. Its unique light waves cook 5 times faster than conventional ovens and its curved cavity accommodates 60% more food and saves upto 50% electricity.

Traditional dusting and sweeping only circulates the dust around your home and workplace. Vacuuming prevents this by eliminating dust, germs, bacteria, housemites, pollen and pet fur, the underlined causes of asthma, sinus, lung infection and other respiratory illnesses. Abans range of Vacuum Cleaners from LG, Electrolux and Hoover including Wet and Dry for cleaning dirt and liquid waste and unclogging drains and sinks which also eliminate mosquito breeding.

The TOTO Washlet-eco is an innovative toilet seat fitted with a p.o.m. (polyoxymethylene) nozzle which gives an aerated water spray for hygienic cleaning without the use of tissue. This is of tremendous advantage for use by children, elderly persons and handicapped who need support, and is being installed in leading hospital toilets around the world for use of patients recovering after surgery.

Trade Finance Association of Bankers - New Council

Trade Finance Association of Bankers at its 12th Annual General Meeting held recently elected its new Council for the year 2009/2010.

Paroma Dharmawardene was elected as the President of the Association for an unprecedented third term and M.K. Nandasiri was elected as the Senior Vice President and Manjula Gunawardana as the Secretary General. The other Office Bearers elected were, Nilam Jumat (AGM Trade Services) Hatton National Bank, as Vice-President, Manoji Hettigoda (Sampath Bank) as Treasurer, Roshan Fernando, (HSBC) as Assistant Secretary and Felix Perera (Standard Chartered Bank) as Assistant Treasurer.

Paroma Dharmawardene, a Fellow of the Chartered Institute of Bankers, London and a MBA, is the President of Trade Finance Association of Bankers. He is also the Secretary General of Association of Professional Bankers - Sri Lanka, an Executive Council Member of the Organization of Professional Associations of Sri Lanka, a member of the Banking Committee, International Chamber of Commerce - Sri Lanka and the Chief Examiner for the subject 'International Trade Finance' at the Institute of Bankers Sri Lanka. He has served in a number of Committees in Banking and International Trade areas and is now a Consultant to Sampath Bank where formerly he was a Deputy General Manager.

The Senior Vice President is M.K. Nandasiri, is the Assistant General



The Picture Shows Seated (left to right) Indika Samarasekera, Susantha Fernando, Manjula Gunawardana, M.K. Nandasiri, Paroma Dharmawardene, Nilam Jumat, Manoji Hettigoda, Felix Perera, Gaya Manamperi, Standing (left to right) Senaka De Silva, Navamalee De Silva, Nihal Premasiri, Rishard Amir, Ranjith Haputhanthri, Christo Dhambarege, Roshan Fernando, Himath Kiithsiri, P. Weerasinghe, Thushy David, Lawrian Somanader, Srinii Dharmawardena

Manager - Pettah Branch, Bank of Ceylon. He graduated from the University of Colombo Sri Lanka in Economics Honours with a first Class and is also a Bachelor of Philosophy (Economics) and an Associate Member of the Institute of Bankers Sri Lanka. He counts over 34 years of banking experience with Bank of Ceylon in branch banking, International Banking & Treasury and was the Country Manager, of Bank of Ceylon Chennai for 3 years.

Manjula Gunawardana is the Deputy Manager Trade Finance (Exports) at NDB Bank and counts over sixteen years of

service in this area of business. He was previously attached to Seylan Bank.

The new Council Members include, Thushy David Deutsche Bank), Susantha Fernando (Seylan Bank), Senaka de Silva (NDB Bank), Ranjith Haputhanthri (Bank of Ceylon), Lawrian Somanader (Commercial Bank of Ceylon), Indika Samarasekera (Sampath Bank), Rishard Ameer (Pan Asia Bank), Srinii Dharmawardene (People's Bankrade Services), Christo Dhambarege (Hatton National Bank PLC), Navamalee de Silva (Nations Trust Bank), Himath Kiithsiri (Citibank NA) and Nihal Premasiri (Peoples Bank)

CIM embarks on the role of Marketing beyond organisations

As euphoria continued at the end of a 27 year old war against terrorism, the 9th CIM Annual Conference ended on a high note embarking on the role of Marketing at national level, towards rebuilding the economy.

A flagship event of The Chartered Institute of Marketing Sri Lanka Region the CIM Annual Conference was held recently at Cinnamon Grand Colombo. Organised under the patronage of Sri Lanka Telecom, Strategic Partner for the 7th consecutive year, conference spotlighted six locally and internationally acclaimed speakers who shared their knowledge and thoughts on unconventional marketing strategies to survive turbulent times.

Mr. Shiraz Latiff, welcoming the audience, said that the nation has overcome its greatest challenge and that it is time for marketers to think beyond their organisations and contribute towards rebuilding the war-torn economy and marketing Sri Lanka as a country. He said that if sheer leadership and common sense could turn-around the destiny of a country, it is not impossible that professional marketers could survive the turbulence.



Dr. Palitha Kohona addressing the audience

The Chief Guest at the ceremony, Dr. Palitha Kohona, Secretary to the Ministry of Foreign Affairs making his address, "Winning the War on Terrorism - The New Dawn" elaborated on the victory that Sri Lanka as a nation has achieved against all odds. Continuing with the address, he stated "One obvious victim of the conflict was our economy - and it suffered immensely during the past 27 years. It is estimated that the country lost USD 200 billion in lost opportunity." He urged that all should join hands for the reconstruction and development of the country.

Ms. Leisha de Silva Chandrasena, Chairperson of Sri Lanka Telecom



addressing the audience highlighted the significance of Information and Communication Technology in the current context and the role of Sri Lanka Telecom.

The technical sessions commenced with a situational assessment by a moderated panel hosted by senior marketers and business leaders. Mr. Deepal Sooryarachchi, Managing Director, Eagle Insurance PLC setting the contextual framework for the sessions, spoke of the new opportunities and challenges that have surfaced with the liberation of the LTTE controlled areas. He stated that, as the resettlement of the Internally Displaced People

progresses there will be a boom in economic activities in the area. He stated that it would be interesting for marketers to find strategies to enter these new markets which could be different in terms of culture, demography etc. Mr. Achyut Reddi, Managing Director, Fonterra Brand Lanka Ltd said that it's the time to revisit the basics and to achieve brilliance in basics. Consequently, he emphasized on a disciplined approach towards the organisational vision and the need for strengthening its core value proposition. Mr. Suren Amarasekera, CEO of Mobitel (Pvt) Ltd, spoke of the relevance of value innovation as a competitive

strategy in turbulent times.

Dr. Saman Kelegama, Executive Director of the Institute of Policy Studies of Sri Lanka enlightening the participants on an economist's perspective of the current contest envisaged that the Sri Lankan economy will recover faster than the world economy. He stated that the economy had sustained a positive growth even during the time of war and that it is not impossible to achieve a double digit growth rate in the ensuing year, if we all get our act right.

Emeritus Prof. Michael Baker in his presentation "Back to Basics" stated "those who forget the history are bound to repeat it." as he elaborated some of the lessons from history to survive turbulence. He said that the world had experienced boom and bust many times before, therefore should have had anticipated the crisis.

He said that every declining industry has in the rise of an emerging industry as he argued that the human needs had not changed but only the ways in which they have to be fulfilled. He also explained how an organisation could turn turbulence to its advantage with the right strategies.

Learn to Fly with AAC

Asian Aviation Centre, the premier Aeronautical and Flight Academy in Sri Lanka, also known as AAC, has opened registrations for the next Private Pilot Licence (PPL) and Commercial Pilots Licence (CPL) programmes.

AAC is a registered flying school at the Civil Aviation Authority. AAC has been operating a flying school since 1985 and so far produced over 500 fully qualified pilots in the industry. The PPL programme consists of 210 hours of ground school, where the students will learn subjects such as Theory of Flight, Navigation, Meteorology, Human Performance and Limitations, Aircraft engines and Air frames, Air Law and Radio Telecommunication. On the successful completion of ground training, the students will be transferred to the flying school based at the Katukurunda Air Force Base, where they will fly Cessna 152 training aircraft for 46 hrs. These hours include circuit flying, cross country flying and night flying. The students are also given solo flying, for a certain number of hours, upon their satisfactory performance.

Upon the satisfactory completion of the PPL, the student has the option of following the Commercial Pilots Licence course with Instrument Rating (CPL / IR) which covers 340 hours of ground school and 154 hours of flying. During this time, the students will also fly complex aircraft / multi engine aircraft exclusively owned by AAC.

In addition to the above, AAC is the only flying school equipped with a Piper Seneca II multi engine air-



craft, which is used by students to obtain their Multi Engine Rating. This is essential for any student, who applies for a cadet pilot vacancy in an airline. AAC also hopes to commence a charter operation using the 4 Seater Piper Seneca aircraft which can be used for exclusive flying within Sri Lanka. The PPL and CPL programmes are also followed by Assistant Flight Instructor Rating, which could also be obtained by a student who wishes to pursue a career in flight instruction.

Any individual who possesses the basic qualifications, such as GCE (O/L) with 6 passes including credits in Mathematics, Science and English or equivalent, could apply for registration. The selected candidates will be required to undergo a medical test at the Civil Aviation Authority of Sri Lanka. The fully equipped Flight Academy is based at the Ratmalana Airport premises with library and computer lab facilities. The training aircraft are stationed at the Katukurunda Air Force Base. For the convenience of students, AAC has an Information Centre in Colombo 04, where one could obtain more information on registration procedures and fee structure or through e-mail on info@aac.lk or call on 4510304.