







English

 \equiv

<u>Home</u>

Regional Office - Nuwara Eliya

Digital Marketing Tips for SMEs

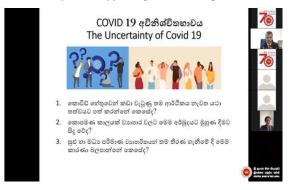


Central Bank Regional office Nuwara Eliya has conducted a webinar on "Digital Marketing Tips for SMEs" on 17th August 2021. The aim of this webinar was to provide knowledge on digital marketing for the small and medium scale entrepreneurs that enable them to attract, capture, and convert leads into customers effectively than traditional methods. The webinar was

successfully held through Zoom platform and Facebook, and the resource person of the programme was Mr. HM Aminda Lakmal, Senior Lecturer of the Department of Marketing Management, University of Sri Jayewardenepura.

Link of the recorded webinar: https://fb.watch/7_wAt80ZpT/

Actionable tips for supporting SMEs during the COVID 19 pandemic and beyond



Central Bank Regional office Nuwara Eliya has conducted a webinar on "Actionable tips for supporting SMEs during the COVID 19 pandemic and beyond" on 02nd August 2021. The objective of this webinar was to provide a platform for the small and medium scale entrepreneurs to discuss the challenges they face during the COVID 19 pandemic and guide them to tackle

the challenges using novel strategies. The webinar was successfully held through Zoom platform and Facebook, and the resource person of the programme was Mr. B W S Premarathne, Chief Manager – Central Province, SDB Bank.

Link of the recorded webinar: https://www.youtube.com/watch?v=DChNVjafmqA&t=238s

Webinar on "Financial Consumer Protection Framework



Central Bank Regional office Nuwara Eliya has conducted a webinar on "Financial Consumer Protection Framework" on 7th October 2021, targeting staff members of Licensed Non-Bank Financial Institutions. The objective of this webinar was to provide an understanding on the financial consumer protection framework and responsibilities of finance companies

towards executing the same. The webinar was successfully held through Zoom platform. The resource persons of the programme were Mrs. S D Jayanetti (Senior Assistant Director), Mrs. S P N D Senadheera (Assistant Director) of Department of Supervision of Non-Bank Financial Institutions, Central Bank of Sri Lanka.

Webinar on "Foreign Exchange Regulations



Central Bank Regional office Nuwara Eliya has conducted a webinar on "Foreign Exchange Regulations" on 27th September 2021. The objective of this webinar was to provide an understanding on capital transactions done by resident and non-residents in Sri Lanka, current transactions, foreign currency accounts and regulations on Electronic Fund Transfer Cards (EFTCs).

The webinar was successfully held through Zoom platform and, the resource persons of the programme was Mr. Chathura Ariyadasa (Additional Director), Mrs. Madhu Jayarathne (Senior Assistant Director), Mrs. Thilini Kapuruge (Senior Assistant Director), Mr. Prathibha Rathnayake (Assistant Director) and Mr. D L Lakmal (Assistant Director) of Department of Foreign Exchange, Central Bank of Sri Lanka.

Webinar on "Financial Consumer Protection and Consumer Complaint Management"



Central Bank Regional office Nuwara Eliya has conducted a webinar on "Financial Consumer Protection and Consumer Complaint Management" on 1st October 2021. The objective of this webinar was to provide understanding on the novel concept of financial consumer protection framework and responsibilities of financial consumers towards executing the same.

The webinar was successfully held through Zoom platform. The resource person of the programme was Mr. Yanka Ranaweera (Senior Assistant Director) of Financial Consumer Relations Department, Central Bank of Sri Lanka.

1 2 next > last » more

About	More Services	Useful Sites	Follow Us
Contact Us	Employees' Provident Fund	Ministry of Finance (http://www.treasury.gov.lk/)	f <u>Facebook</u>
Right to Information	Public Debt Management Dep Department of Foreign Exchange (http://www.dfe.lk) (http://www.dfe.lk)	Department of Census and	▼ <u>Twitter</u>
FAQ		Statistics (http://www.statistics.gov.lk/)	You YouTube
Glossary		Institute of Bankers of Sri Lanka (http://www.ibsl.lk)	in <u>LinkedIn</u>
Forms & Downloads Tender Notices	Financial Intelligence Unit		Subscribe
Careers	Regional Offices of CBSL	International Monetary Fund (http://www.imf.org)	ሕ <u>RSS</u>
Privacy	LankaPay	Colombo Stock Exchange (http://www.cse.lk/)	
Sitemap		Credit Information Bureau (http://www.crib.lk)	
		Sri Lanka Accounting and Auditing Standards Monitoring Board	
		(http://slaasmb.gov.lk/)	

[©] Central Bank of Sri Lanka, 2018. All Rights Reserved

Designed and Developed by IT Department, CBSL