



THE UGANDA INSTITUTE OF BANKING AND FINANCIAL SERVICES



2023 SAVINGS CHALLENGE

Start Small. Grow Big. Be Green Smart.

GIANT SAVINGS BOX MOVEMENT ON 31ST MAY 2023



On the 31st of May 2023, the Giant Savings Box was officially handed over to ABC capital Bank by the Executive Director Cairo Bank Ms. Sylvia Jjagwe at the ABC Capital Bank head office, Pilkington Rd, Kampala.

In her remarks Ms. Jjagwe noted that this is a great initiative that institutions need to embrace and actively participate in. She added that Cairo has used this opportunity to re-echo their savings products to their customers and emphasize that it is important to save. She gladly informed the team that this Challenge is still going on in all their branches until 31st October.

Mr. Solomon Ichumar, a representative from Uganda Bankers Association enlightened that it is important to involve branches in the challenge as well as also make it inclusive to customers. He encouraged the participating institutions to keep the momentum until 31st October.

Ms. Tilda Nabbanja noted that the energy with which institutions are embracing the challenge is very encouraging. She added that this challenge is all about encouraging the public to start small, bring to light the number of savings products on market and be cognizant of the environment.

The CEO of ABC bank Mr. Jessy Timbwa and Staff gladly embraced the savings box, noting that the theme is inline with the Bank's strategy of attracting the last shilling. He said that ABC bank is very much into the Savings Challenge and will accelerate it to ensure that a lot is achieved by 31st October 2023. The CEO of the Institute, Ms. Goretti Masadde, reaffirmed that the Savings Challenge is intended to mobilize clients and the public to boost savings as well as hold each other accountable. She commended both institutions for being part of the challenge.

