



THE UGANDA INSTITUTE OF BANKING AND FINANCIAL SERVICES



# 2023 SAVINGS CHALLENGE

Start Small. Grow Big. Be Green Smart.

## SAVINGS BOX MOVEMENT ON 6<sup>TH</sup> JUNE 2023



On Tuesday 6<sup>th</sup> June 2023, the Giant Savings Box moved from Abc Capital Bank to Centenary bank. In attendance was the CEO of Abc Capital Bank Mr. Jessy Timbwa, ED of Centenary Bank Mr. Joseph Balikuddembe, CEO of the Uganda Institute of Banking and Financial Services Mrs. Goretti Masadde, BoU representative Ms. Tilda Nabbanja and members of the press.

The ED centenary Bank welcomed the team and thanked them for this initiative. CEO Abc Capital Bank, shared his Bank's testimony about savings and how the experience was in the few days they had the giant box. He was gratefully that the bank's savings awareness campaign had fetched UGX1,130,000/=

The Ms. Tilda Nabbanja appreciated UBA and UIBFS for spearheading the campaign. She highlight that it is this collaborative initiative is driving the momentum of the campaign.

The Mrs. Goretti Masadde noted that the role of the Institute is to mobilise and align the industry towards this noble campaign. She informed the team about overall objective of the savings challenge and its genesis arising from the Banking and Financial Services Awareness Month that started in 2020.

The team responded to a number of questions by the press that included the increasing number of domart accounts that was responded by Ms. Tilda Nabbanja that such Initiatives are Intended to remind the public Including the youths that they need to save as a way of activating their accounts. Inaddition, Mr. Joseph Balikuddembe added that financial Institutions Including Centenary have come up with a number of product that can be used to acitivate accoutns via online.

