

PRESS RELEASE

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CENTRAL BANK OF SRI LANKA

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Anti-Pyramid National Awareness Week - 14th to 18th July 2025

The Financial Consumer Relations Department of the Central Bank of Sri Lanka (CBSL) will launch the ‘**Anti-Pyramid National Awareness Week**’ from **14th to 18th July 2025**, under the theme of:

“Pyramid is a trap – don’t get into the wrong track.”

This national initiative aligns with CBSL’s mandate to maintain financial system stability and promote the well-being of financial consumers. The campaign aims to raise widespread awareness on Prohibited Pyramid Schemes and the significant risks they pose to individuals and the broader economy.

The campaign is expected to generate substantial national awareness among a wide cross-section of the population, including School Students and Teachers, Officers of the Tri-Forces, Civil Security Department Personnel, Officers of Sri Lanka Police, Government Sector Employees and Public.

Outreach activities will be carried out through 6,172 schools and 14,022 Grama Niladhari (GN) divisions’ island-wide, ensuring extensive grassroots-level coverage and community engagement.

Throughout the awareness week, participants will be educated on legal provisions relating to prohibited pyramid schemes, the deceptive nature and structure of such business models, risks and financial consequences of investing in pyramid schemes, real-life accounts and painful experiences of victims.

A multi-platform media strategy will be utilized to ensure a broader and effective outreach. This includes newspaper advertisements, social media campaigns, educational posters, live-stream sessions, television and radio programs, news taglines, public seminars across the country.

CBSL encourages all members of the public to actively participate in the campaign and stay informed. Awareness and vigilance are key to protecting oneself and others from financial fraud and preserving trust in the financial system.

For more information and updates, please visit the CBSL official website or follow CBSL on its official social media platforms.