

## **THE CENTRAL BANK OF LESOTHO LAUNCHES ITS NEW WEBSITE**

On 05<sup>th</sup> September 2017, the Governor of the Central Bank of Lesotho, Dr. Retselisitsoe Matlanyane, officially launched the new Website of the Central Bank of Lesotho. The occasion was witnessed by all members of staff of the Bank and the media.

In her remarks, the Governor pointed out that the commissioning of the new Website was part of a plethora of other activities that were being undertaken by the Bank to realize the targets set in its 2015-2019 Strategic Plan. Some of these strategic objectives are to: adapt to changing stakeholder needs; effectively use technology; engender a culture of innovation and modernization agenda; and deliver services effectively and efficiently.

On top of this, she mentioned that the initiative was meant to promote effective communication between the Bank and its internal and external stakeholders through the use of modern technology. She also drew a distinction between the previous and the new Website that the revamped one has been designed in such a manner that:

- It would be more fascinating to surf on it due to its enhanced look and feel in line with the brand of the Bank which has recently been renewed in 2017;
- It would be much easier to access information as an attempt has been made to package major publications and documents of the Bank in line with its core functions; and
- It provided for further opportunities for interaction thus allowing for two-way communication on issues of interest between the Bank and its strategic stakeholders such as the media.

In other words, “the level of thoroughness on the development of this Website was necessitated by its centrality on the communication with both internal and external stakeholders” she said. The Governor further emphasized that the launch of the new Website was just the beginning of how the Bank would move towards better engagement with its stakeholders as, on the next phase, the major focus would be placed on enhancing interactivity between it and its strategic partners.

While acknowledging that the internal and external stakeholders of the Bank might take some time to get used to the new orientation of the Website, she alluded that, in a short time, they would embrace the change and realize that the

inconvenience was worthy of accommodation as the new Website would make their surfing even more simple and interesting.

In conclusion, the Governor highlighted the participants that the Bank was engaging in the implementation of Financial Education and Literacy programme working in collaboration with major stakeholders within the financial sector. In this regard, she informed them that the Annual Money Month Event would run from 02<sup>nd</sup> to 31<sup>st</sup> October, 2017. As such, she called on their usual cooperation and support in promoting knowledge and understanding among the population of Lesotho on financial matters.

Finally, she extended her words of appreciation and thanks to the team that worked on this project including officials from the departments of: Corporate Affairs; ICT; Financial Markets; Supervision; Research, Human Resources, Project Management Office of the Bank and Age Multi-Media. “Without the cooperation and support of these other departments, the efforts of the Corporate Communication Division to deliver on this project would have been impossible” she commented.