

Press Release

Empowering Sri Lankans with Insurance on National Insurance Day - 1st September & Insurance Awareness Month

Sri Lanka celebrates the “National Insurance Day” on 1st September & the month of September as the “Insurance Awareness Month”. The Insurance Regulatory Commission of Sri Lanka (IRCSL) has outlined a series of initiatives along with the insurance industry throughout the month of September to foster awareness on insurance.

As the regulator of the insurance industry, IRCSL is committed to safeguarding policyholders and potential policyholders, fostering a robust supervisory and regulatory framework and promoting a sustainable insurance industry. The IRCSL directs the path to success for both service providers and policyholders by providing guidance, regulation, and supervision, ensuring that the insurance industry operates as a safe and professional business. IRCSL is committed on expanding the reach of insurance, making it accessible and understandable to all Sri Lankans by initiating activities to enhance the knowledge of insurance, empowering every individual and business with the knowledge necessary to make informed decisions regarding insurance needs.

The National Insurance Day will mark the beginning of September filled with diverse activities designed to elevate awareness, engage the public, highlight the significance of insurance and promote greater inclusiveness in insurance.

To mark National Insurance Day and create awareness throughout September, a series of activities has been organized. These include a digital art competition titled “Siththara” for school children aged 8 to 18, a Q&A session on social media to gather public suggestions, and a newsletter updating the public on current trends in the insurance industry. Additionally, a social media campaign will enhance insurance knowledge, a press release will highlight the performance of the insurance industry, and SMS alerts will inform the public on various aspects of insurance.

The IRCSL encourages all citizens to actively participate in these activities and take this opportunity to learn more about the importance of insurance as a risk transfer mechanism to protect property, life, health and education etc. of loved ones. Sri Lankans can contribute to informed and inclusive insurance landscape by engaging in these initiatives.

For further information on the activities and to participate in the upcoming events, please visit the IRCSL website and follow social media channels.

 <https://www.facebook.com/lrcslofficialpage>

 <https://www.linkedin.com/company/78460854/admin/page-posts/published/>

▶ <https://www.youtube.com/@ircsl6502/videos>

🌐 <https://ircsl.gov.lk/>

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