

PRESS RELEASE

IRCSL and IASL Successfully Conduct Insurance Awareness Programmes in Kurunegala and Kuliyaipitiya Under the National Theme “Insurance for All: For a Secure Future”

The Insurance Regulatory Commission of Sri Lanka (IRCSL), in collaboration with the Insurance Association of Sri Lanka (IASL), successfully conducted two large-scale Insurance Awareness Programmes in Kurunegala and Kuliyaipitiya on 23rd and 24th July 2026 under the national theme “Insurance for All: For a Secure Future”.

The programmes were organized with the support of the Sri Lanka Insurance Brokers’ Association (SLIBA), the Sri Lanka Insurance Institute (SLII), and the Actuarial Association of Sri Lanka (AASL), reflecting the collective commitment of the insurance industry towards enhancing public awareness, strengthening financial literacy, and promoting greater access to insurance solutions across Sri Lanka.

The initiative forms part of IRCSL’s ongoing nationwide awareness campaign aimed at improving public understanding of insurance, increasing consumer confidence, and promoting insurance inclusion by educating communities on the importance of financial protection.

The programmes attracted more than 1000 participants from diverse sectors, including public sector institutions, business communities, banking professionals, university students, Small and Medium Enterprise (SME) representatives, insurance professionals, academics, and members of the general public. Through informative presentations and interactive sessions, participants gained valuable knowledge on the importance of insurance, policyholder rights and responsibilities, available insurance solutions, and the role of insurance in protecting individuals, families, and businesses against unexpected financial risks.

The Kurunegala programme, held at the Provincial Council Auditorium, included two awareness sessions together with an Insurance Industry Roadshow. All 29 licensed insurance companies in Sri Lanka participated in the roadshow, providing members of the public with an opportunity to directly engage with life and general insurance professionals, obtain information on insurance products and services, and seek clarification on insurance-related matters.

A Career Guidance Desk was also established as part of the programme, enabling students, graduates, and job seekers to explore career opportunities within the insurance industry, receive professional guidance, and submit their Curriculum Vitae (CVs) to participating insurance companies.

In addition, IRCSL and IASL conducted a dedicated awareness session for insurance advisors in Kurunegala, focusing on ethical conduct, professional standards, regulatory compliance, and

industry best practices. The session emphasized the importance of maintaining professionalism and delivering quality services to policyholders.

The Kuliyaipitiya programme, conducted at the Wayamba University of Sri Lanka, further expanded the reach of the awareness campaign among students, academics, professionals, business representatives, public sector officials, and members of the wider community. The programme provided participants with insights into insurance fundamentals, consumer protection, and the importance of insurance as a financial risk management tool.

The successful implementation of these programmes highlights the strong partnership between IRCSL and industry stakeholders in advancing insurance education and consumer awareness. The active participation of IASL, SLIBA, SLII, AASL, licensed insurance companies, and other industry partners contributed significantly to the success of this initiative.

These programmes form part of IRCSL's broader national strategy to enhance insurance penetration, strengthen policyholder confidence, and foster a culture of financial preparedness throughout Sri Lanka. Building on the success of previous district-level awareness initiatives, IRCSL will continue expanding these programmes across the country to ensure that insurance education reaches communities in every region.

Through continued collaboration with industry stakeholders, IRCSL remains committed to empowering the public with the knowledge required to make informed financial decisions and promoting insurance as an essential tool for financial security and long-term economic resilience.

Photographs

Roadshow - Kurunegala



Roadshow – Kuliyaipitiya



Awareness Session for Insurance Advisors



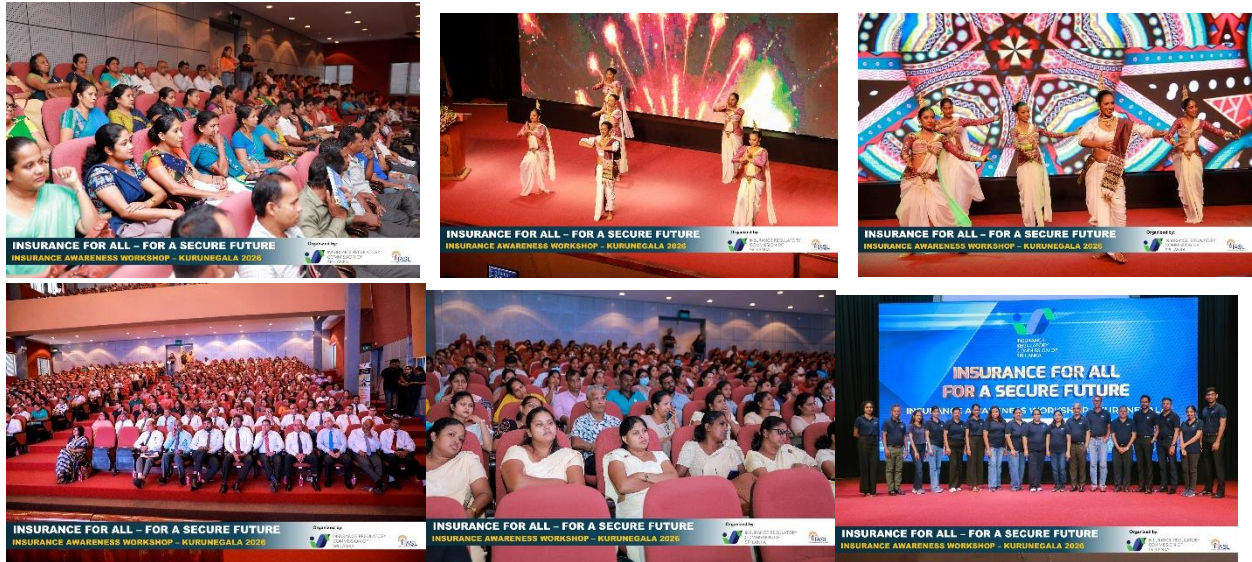


Insurance Awareness Workshops



Workshop – Kurunegala





Workshop – Kuliyaipitiya





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