

Press Release

IRCSL Conducts Insurance Awareness Programmes and Roadshows in the Northern Province under the Theme: 'Insurance for All: For a Secure Future'

The Insurance Regulatory Commission of Sri Lanka (IRCSL), with the support of the Insurance Association of Sri Lanka (IASL), the Sri Lanka Insurance Brokers Association (SLIBA), and the Sri Lanka Insurance Institute (SLII), successfully concluded its insurance awareness programmes in the Northern Province under the theme "Insurance for All: For a Secure Future", with events held in Jaffna on 22nd October 2025 and Kilinochchi on 23rd October 2025. These programmes are part of IRCSL's ongoing nationwide initiatives to promote financial literacy, enhance insurance protection , and build public trust in the insurance sector.

The Jaffna District Programme commenced with an Insurance Awareness Roadshow with the active participation of all licensed life and general insurance companies' staff. The roadshow aimed to raise awareness about the benefits of insurance for life, health, vehicles, and property while also identifying potential customers for future coverage.

Following the roadshow, Awareness Workshops were held at the Thiruvalluvar Cultural Centre Auditorium. The morning session targeted government officers, bankers, SMEs, and the general public, covering life, motor, and non-motor insurance, government schemes such as Agrahara, Suraksha for school children, and the Optional Compensation Scheme (OCS) for third-party motor accident victims. The afternoon session focused on school and university students, providing career guidance and insights into opportunities within the insurance sector. Each participating insurance company had a career guidance desk to interact with students, provide information, and receive CVs.

Approximately 1,200 participants attended the Jaffna programme, benefiting from presentations, interactive sessions, and the opportunity to engage directly with industry representatives.

The Kilinochchi District Programme began with an Insurance Awareness Roadshow near the Police Station, where representatives from all participating insurance companies engaged directly with the public through interactive displays, promotional materials, and awareness activities. This was followed by an Awareness Workshop at RS Green Barathi Resort Hall for government officers, bankers, SMEs, and the general public. Approximately 500 participants attended the Kilinochchi programme and followed a similar model to the Jaffna programme, combining roadshows, workshops, and career guidance opportunities.

IRCSL Chairman, in his addresses at both locations, emphasized that insurance is a key financial tool for managing risk and ensuring protection and stability. He highlighted the benefits of life insurance in securing loved ones, income replacement, and retirement planning, and the

importance of general insurance in safeguarding against accidents, natural disasters, vehicle damage, and promoting quality healthcare. The Chairman also stressed that premiums can be tailored to suit different financial capacities, making coverage accessible and affordable for all.

Through these programmes, IRCSL continues to focus on increasing public trust and confidence in insurance by promoting education, transparency, and innovation. The Commission also reiterated its commitment to upcoming initiatives, including:

- Digitalization of motor insurance through introduction of e-cards.
- Development of an Insurance Repository in collaboration with the Credit Information Bureau (CRIB).
- Introduction of affordable, high-benefit, simplified standard insurance products.
- Reduction of premium payment warranty period to 30 days **from 1st January 2026**

IRCSL extends its gratitude to District Secretaries of Jaffna and Kilinochchi, all Government officers, officials from the Ministry of Education, the Vice Chancellor and staff of the University of Jaffna, all participants and insurance companies, industry associations, SLII for their active support and participation, which contributed to the successful completion of these programmes. These initiatives mark an important step in IRCSL's mission to create a financially informed, insured, and secure society across Sri Lanka.

The IRCSL's island-wide awareness campaign will continue to other provinces in the next year, ensuring that every Sri Lankan has access to knowledge and tools needed to make informed insurance decisions.

Photos







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