

# Press Release

## **IRCSL Expands Insurance Awareness Campaign to the Northern Province Under the Theme "Insurance for All: For a Secure Future"**

The Insurance Regulatory Commission of Sri Lanka (IRCSL) continues its island-wide insurance awareness campaign under the theme "**Insurance for All: For a Secure Future**", with a series of programmes scheduled to take place in the Northern Province, in Jaffna on 22nd October 2025 and Kilinochchi on 23rd October 2025.

Following the successful launch of the initiative in the Southern Province in the Matara District, the IRCSL now takes its awareness programme to the Northern region, aiming to promote financial inclusion, improve insurance penetration, and enhance public understanding of the importance of insurance as a tool for protection and stability.

The Jaffna District Programme will be held at the Thiruvalluvar Cultural Centre Auditorium and will feature two Awareness Workshops in the morning and in the afternoon. The workshops will be conducted in collaboration with the Insurance Association of Sri Lanka (IASL), Sri Lanka Insurance Brokers Association (SLIBA), and the Sri Lanka Insurance Institute (SLII), with the active participation of all licensed life and general insurance companies.

The morning awareness session will target government officers, bankers, SMEs, and the public and will cover presentations on life, motor, non-motor insurance, as well as government insurance schemes such as Agrahara and special schemes like the Optional Compensation Scheme (OCS) for third-party motor accident victims. Sessions will also highlight the role of IRCSL in regulating and developing the industry and the advantages of obtaining insurance through licensed brokers. The workshop will conclude with a Q & A session focusing on common misconceptions, selecting the right insurance, and claims procedures.

The evening session will target university students, A/L students, teachers, and lecturers and, and will feature engaging presentations and video segments on life, motor, non-motor insurance, as well as special awareness segments on Suraksha, education pathways, and career opportunities in the insurance sector, along with the role of the IRCSL in protecting policyholders. Students will have the opportunity to interact with industry experts, discuss career prospects, and submit their CVs for future opportunities.

The Kilinochchi District Programme, scheduled for 23rd October 2025, will follow a similar model, further advancing IRCSL's efforts to extend insurance education and awareness to communities at the regional level.

Through these district-level initiatives, IRCSL seeks to build a more informed and financially secure society by empowering the public with knowledge of insurance, available schemes, and consumer rights. The campaign is part of IRCSL's broader commitment to expanding insurance awareness across all provinces in Sri Lanka, thereby fostering greater confidence and inclusiveness in the insurance sector.

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