

PRESS RELEASE

IRCSL Launches 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), is pleased to announce the continuation of its nationwide insurance awareness campaign with two major public programmes to be held in **Kurunegala** and **Kuliyaipitiya** on **23 and 24 July 2026**.

Conducted under the national theme "**Insurance for All: For a Secure Future**," the initiative aims to improve public awareness of insurance, strengthen financial literacy, and encourage greater insurance inclusion among communities across Sri Lanka.

The awareness programmes will bring together a broad spectrum of participants, including public sector officials, business representatives, bankers, university students, Small and Medium Enterprise (SME) representatives, and members of the general public. The sessions will provide practical knowledge on the importance of insurance, policyholder rights and responsibilities, available insurance products, and the role of insurance in protecting individuals, families, and businesses against unforeseen financial risks.

The programmes are scheduled as follows:

- **23 July 2026** – Provincial Council Auditorium, Kurunegala

Session 1 - 9.30 am to 12.30 pm

Session 2 - 1.30 pm to 4.30 pm

- **24 July 2026** – Wayamba University of Sri Lanka, Kuliyaipitiya (9.30 a.m. – 12.30 p.m.)

A special feature of the Kurunegala programme will be the Insurance Industry Roadshow, which will be held throughout the day alongside the awareness sessions. All 29 licensed insurance companies in Sri Lanka will participate, giving the public a valuable opportunity to meet insurance advisors from both life and general insurance companies.

Public can learn about different insurance products and services, clarify their insurance-related questions, and receive guidance from industry professionals. Other key insurance industry stakeholders will also participate, allowing the public to better understand the insurance sector and the services it offers.

The roadshow will also include a Career Guidance Desk, where students, graduates, and job seekers can learn about career opportunities in the insurance industry, receive career

advice, and submit their Curriculum Vitae (CVs) directly to participating insurance companies.

As the insurance regulator, the IRCSL will also conduct special awareness sessions for insurance agents and advisors in Kurunegala and Kuliyaipitiya. These sessions will focus on ethical conduct, professional standards, regulatory requirements, and good practices to help improve the quality of service provided to policyholders.

This awareness campaign forms part of IRCSL's broader national strategy to increase insurance penetration and promote a culture of financial preparedness throughout the country. It also supports the Commission's ongoing efforts to enhance consumer confidence and improve financial resilience through education and awareness.

The initiative is being organized with the active support of the Insurance Association of Sri Lanka (IASL) and other industry stakeholders such as Sri Lanka Insurance Brokers Association, Sri Lanka Insurance Institute etc. reflecting the industry's collective commitment to expanding public access to insurance knowledge and services.

These programmes build on the success of previous awareness campaigns conducted across the country, which have reached thousands of participants through workshops, educational sessions, and community engagement activities. IRCSL intends to continue expanding these district-level programmes to ensure that insurance education reaches every region of Sri Lanka.

The Commission warmly invites the public and all interested stakeholders to participate in these awareness programmes and gain valuable insights into how insurance can contribute to financial security and long-term well-being.

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