

# Press Release

## **IRCSL, IFC, and IASL Host Gender Sensitivity Awareness Training for Sri Lanka's Insurance Sector**

The Insurance Regulatory Commission of Sri Lanka (IRCSL), the International Finance Corporation (IFC), and the Insurance Association of Sri Lanka (IASL) successfully organized a two-day Gender Sensitivity Awareness Training on 5th and 6th November 2024. The program, designed to promote gender-sensitive practices, brought together senior officials from both the life and general insurance sectors in Sri Lanka.

The training emphasized the business case for serving the women's market, strategies to address unconscious biases, and the development of gender-sensitive insurance solutions tailored to women's unique needs. Participants explored real-life case studies, learned to recognize and mitigate biases, and gained insights into creating empathetic, customer-centric approaches to better serve female clients. The importance of collecting and analyzing sex-disaggregated data to develop more targeted products was highlighted, providing participants with a deeper understanding of market potential and impact.

The sessions were facilitated by an expert team comprising Ms. Fatou Giwa, Senior Operations Officer and Global Program Lead for IFC's Women's Insurance Program; Ms. Prapti Sherchan, IFC Women's Insurance Program Officer from India; and Ms. Gayani Ranasinghe, Gender Sensitivity Training Specialist from IFC Sri Lanka.

This collaborative initiative reflects IRCSL's ongoing efforts to foster an inclusive and gender-sensitive insurance industry in Sri Lanka.

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