



National INSURANCE DAY CELEBRATIONS



Insurance Industry Celebrates 2nd National Insurance Day

On the 1st of September the Insurance industry of Sri Lanka gathered together to celebrate National Insurance Day. In a bid to increase the impact of their message, the Marketing and Sales Forum of the Insurance Association of Sri Lanka had organized a series of activation events, which were held at seven specific locations across the island. Thus ensuring that as many people as possible in every corner of Sri Lanka were made aware of the value of Insurance.

The activations took place in Colombo, Kandy, Kurunegala, Jaffna, Rathnapura, Anuradhapura and Matara, hosted by SLIC, HNB Assurance, Union Assurance, Arpico Insurance PLC, AIA Insurance and Fairfirst Insurance, Allianz Insurance, and Ceylinco Insurance respectively. Hundreds of Insurance Advisors from every company gathered together at these locations to celebrate National Insurance Day as one industry united by a common cause.

The declaration of the 1st of September as National Insurance Day, which took place last year was a significant milestone for the industry. The primary purpose of National Insurance Day is to raise awareness among the Sri Lankan public about the vitality of Insurance and to encourage more people to obtain basic protection to ensure the safety and security of their loved ones. The initiative also serves a means of reducing the responsibility placed on the Government to oversee the well-being of those who fall victim to natural catastrophes and to prove to the public that the Government has their best interests at heart. This declaration will also help increase insurance sector's contribution to the GDP of the country.

National Insurance Day 2018 saw a high level of engagement amongst the Insurance industry and the general public thanks to the initiative of the IASL and the MSF.

Speaking at one of the activation events Sudeera Senaratne, the Director of Investigations of the Insurance Regulatory Commission of Sri Lanka reminded the gathering of how just last year the Government declared the 1st of September as National Insurance Day thanks to the collaboration of the IASL and the IRCSL. Senaratne theorized this to be due to the value brought to the economy by the Insurance industry. He also advised the gathered Insurance advisors to think long-term rather than short-term. "Raising and building awareness is highly significant to the long-term development plan of Sri Lanka's Insurance industry".

Lokuarachchi, President of the IASL, emphasized on the primary duty of members of the Insurance industry, which is to provide protection for all lives and assets.

The current increase in life expectancy shows us that people are becoming more health conscious. A number of companies have recognized new opportunities in the current

status of customer requirements and have accordingly introduced solutions to meet these needs. Today we have an opportunity to reach out to the general public and raise awareness

about our trade. This is our chance to strengthen the vocation of Insurance".

What is now becoming the traditional oath of the industry was sworn at the conclusion of every event

and group by group the Insurance advisors in their colorful t-shirts representing their respective companies scattered across the towns to fulfill their mission.

National Insurance Day - 1st of September 2018!

To celebrate the first anniversary of National Insurance Day and to educate people on the importance of both Life and General Insurance, Insurance Association of Sri Lanka (IASL) through its Marketing & Sales Forum (MSF) has planned many initiatives islandwide.



As one of the key initiatives, IASL has organized Insurance Activation Programmes islandwide, covering seven locations. These locations have been allocated to various insurance companies where regional insurance professionals will participate.

Islandwide Activation Map



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