



# National INSURANCE DAY CELEBRATIONS



## Message from Chairman, Insurance Regulatory Commission of Sri Lanka



The declaration of the 1st of September as National Insurance Day, which took place in 2017, was a significant milestone in the history of the Insurance Industry in Sri Lanka. This achievement was mainly due to the combined efforts of the Insurance Regulatory Commission of Sri Lanka (IRCSL) and the Insurance Association of Sri Lanka (IASL). Thus, it gives me great pride and pleasure to be a part of the continuation of this nationwide program with the 2nd National Insurance Day and the Insurance Awareness Month Campaign.

The Insurance industry has taken the initiative to recognize the entire month of September as "Insurance Awareness Month", led by the National Insurance Day. The main objective of this campaign is to create greater awareness about insurance and take its message of hope, reliability and importance to the masses. We firmly believe that this campaign will enhance public awareness on insurance.

The Insurance industry makes an important contribution to the economic development of Sri Lanka and to the welfare of its society by enabling risk transformation. I trust that the activations and programs that have been organized by the IRCSL and the IASL will provide the impetus for the healthy growth of the Insurance Industry in Sri Lanka, thus consolidating its contribution to the growth of the economy.

As the Chairman of the Insurance regulator, I sincerely thank the Government and the IASL for the constant support. I also express my gratitude to all those who have and continue to toil towards ensuring that the events of the National Insurance Day, and the programs and activations lined up for the Insurance Awareness Month campaign are successful in fulfilling their purpose.

**Mano Tittawella**  
Chairman, Insurance Regulatory Commission of Sri Lanka (IRCSL)

## Message from President, Insurance Association of Sri Lanka



As the President of the Insurance Association of Sri Lanka (IASL), I consider it a great honour to make this statement on the 2nd National Insurance Day. It was on the 1st of September in 2017 that a commemorative stamp was launched to coincide with the 1st of September being declared as National Insurance Day by the Cabinet of Ministers.

The IASL with the auspices of the Insurance Regulatory Commission of Sri Lanka has undertaken many initiatives to propagate the concept of insurance in this country, both Life and General. Our member organizations too have rendered

yeoman service in this aspect, and they are the conduits through which the general public come into contact with insurance. As much as the industry players compete in the market, it is truly heartening to see the vigour with which they unite towards a common cause.

I wish to place on record the appreciation of the insurance industry and the IASL to the Insurance Regulatory Commission of Sri Lanka for their guidance and support that has always been forthcoming to us.

Lastly, I take this opportunity to thank all the members for their support and untiring efforts in all aspects and activities of the IASL.

**Deepthi Lokuarachchi**  
President - Insurance Association of Sri Lanka (IASL)

## Message from Chairman, Marketing and Sales Forum

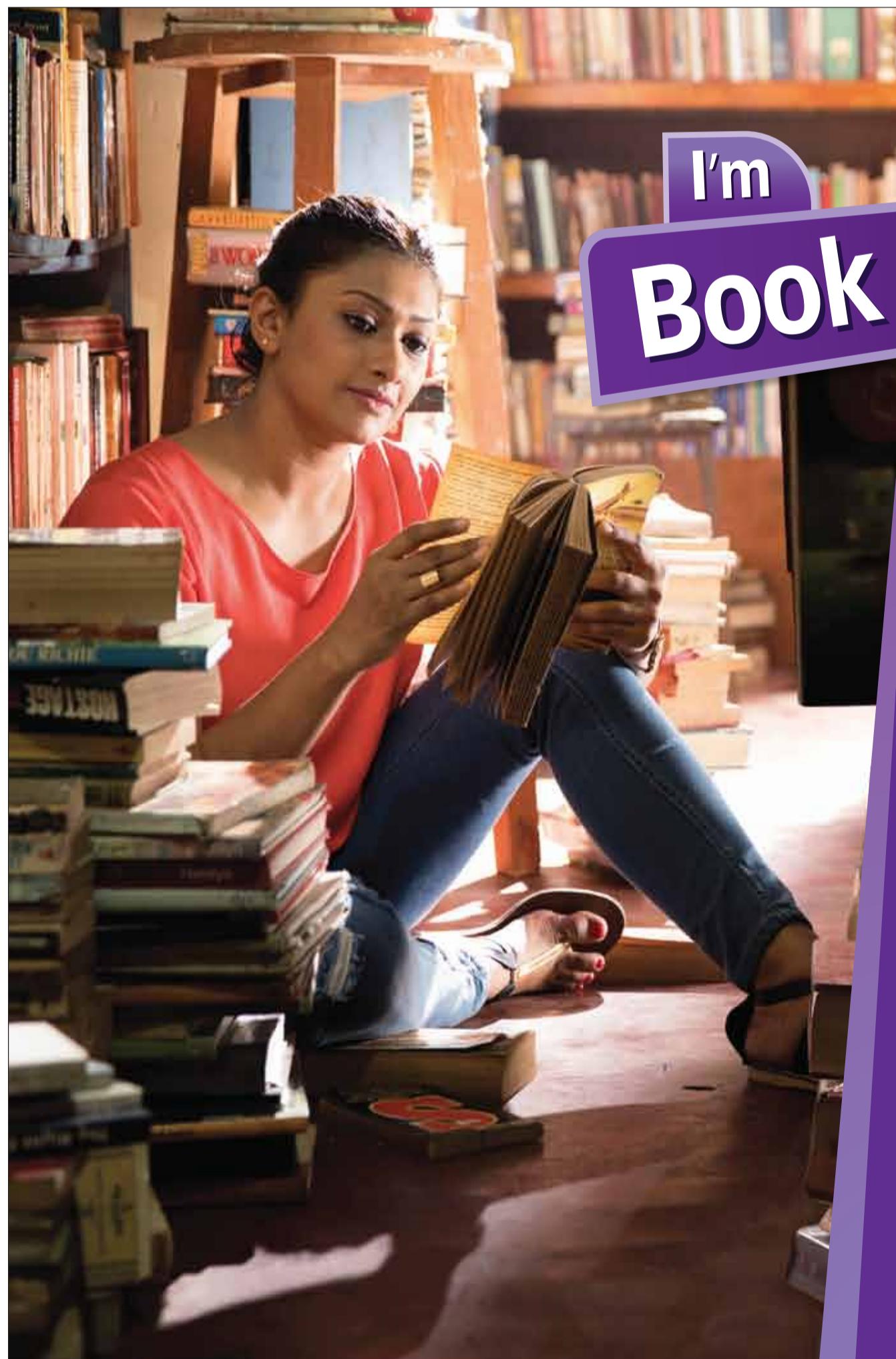


Last year we made history with the declaration of the very first National Insurance Day in Sri Lanka. The declaration of the 1st of September as National Insurance Day has thus far helped to popularize the concept of Insurance among the general public. The IASL and the MSF have a number of activities and programs planned to promote awareness about the value of Insurance. Our plan is to take our message across the island. Insurance makes sure that in the face of an unforeseen tragedy or catastrophe, the insured's dependents' futures are secure and that they are able to get back on their feet within a short span of time. As members of the Insurance industry of Sri Lanka, we

see it as our duty to ensure the security of our fellow citizens and thereby contribute towards the development of our society and the country's economy.

It was a moment of tremendous pride for all of us of the MSF when the Government approved our request to declare the 1st of September as National Insurance Day and we have worked tirelessly to ensure that the second National Insurance Day is as or more successful as the first. We are especially grateful to the IRCSL and the Government of Sri Lanka for supporting us in our journey to ensure that the Insurance industry receives due recognition.

**Hashra Weerawardena**  
Chairman – Marketing and Sales Forum (MSF) – IASL



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