

ATL conducts road safety workshop for student traffic controllers of Eravur

ATL (Amāna Takaful PLC) organized a highly successful training programme on road safety in partnership with the Traffic Police Branch of Eravur recently at the Vantharumul Madhya Maha Vidyalaya, Sittandy. Close to 100 Student Traffic Controllers together with their teachers were seen participating in this exceptionally well organized event that brought about participants from many schools in the locality.



This event which included a lecture on road safety rules followed by a practical session on traffic control was seen as a very timely initiative in creating road safety awareness amongst the students. The programme for the day consisted of a lecture on basic traffic instructions and a practical training session and a follow up discussion conducted by Sudath Thenuwara, OIC-Traffic Branch, Eravur together with his team. This was followed by a presentation that consisted of accident awareness videos.

Commenting on this timely initiative, Sumedha Mirihana, Manager - Marketing Activations, ATL had this to say “Sri Lanka records one of the highest death rates by road accidents annually, mainly due to the negligence of the drivers, riders and the pedestrians. ATL as an establishment and as a responsible insurer that places great value on human life has a greater social responsibility towards awareness creation. This was seen as one of the ways that we could intervene to create awareness amongst the students by linking them with the traffic police divisions for greater knowledge sharing. We hope to carry out more programmes of this nature in future, and also take this opportunity to extend our sincere thanks to the Eravur Traffic Police Branch for their support and assistance.”



Also commenting on the event, Sugath Tenuwara, OIC Traffic Branch – Eravur, who was the chief instructor of the programme said, “We are indeed thankful to ATL for this timely initiative, it is of high importance that road safety awareness is created and these rules and regulations are introduced to the

children from a young age. We would like to propose that this initiative be continued and this be rolled out to other police divisions as well.”

ATL continuously reaches out to customers from all segments of society and offers innovative and state-of-the-art insurance products that are convenient, affordable and reliable. As part of its commitment to remain ‘open to all’, ATL serves all communities and employs a multi-ethnic team across its network. The company was also recently upgraded by the Lanka Rating Agency to a rating of BBB/P3/Stable and recently achieved ISO 9001:2008 re-certification.