

## **Amāna Takaful believes that International Women's day should be a celebration of woman's role in society.**

*Thursday, 07 March 2013, Colombo:* Amāna Takaful, one of Sri Lanka's fastest growing composite insurers celebrates the achievements and accomplishments of women this Women's Day. The company highlights the role of women as a catalyst and ambassador both at home and a work place.



In line with the government's objectives to support women and this year's national theme of 'Lets Protect Her, Who Protects The Family', Amāna Takaful highlights women within the organisation and the importance of women being educated and informed, in order to make decisions to improve the standing of their families.

In lieu of International Women's Day (IWD) Amana Takaful has launched an attractive offer on Health Insurance. During the month of March ladies can obtain a Hale and Hearty health insurance cover at 50% off from any branch of Amana Takaful. Heal and Hearty is a unique plan that is easy to understand with the least restrictions in the market.

### **The Women of Today**

Women play a larger role in society today, constantly having to multi-task in order to fulfil the many roles and needs of their families and work place. Most importantly her role as a mother ensures that we have a healthy future generation that is sound in mind, body and spirit.

Women think of protecting their families by ensuring that their children are always left with financial support and that day-to-day needs of their families are met efficiently. Amāna Takaful understands and identifies the importance of women playing this role in society. In today's busy and fast paced world it is important for women to have access to means of providing their families the best in financial and emotional well-being.

### **Working Women, Gaining Momentum**

Family plays a vital role in a woman's life. As she is the strength and support that binds her family, a woman's family is also her support. Women at work have to manage tight schedules and prioritise work to ensure a strong work life balance in order to full fill the many roles women have. Maintaining a work life balance is crucial as it is to work in the right place and environment that incorporates women and understands the value of the women of today. This balance is not a challenge for most women who are known to be pillars of strength and value their families. Amāna Takaful speaks to the women who understand the necessity of being able to fulfil a families and child's dream to share their knowledge amongst women in order to find the most attractive and suitable packages to fit their needs.

Hence, the company emphasizes on its Adhyapana cover, a comprehensive insurance policy which provides women with long-term protection, as well as savings and investment options to help finance their family's well-being and child's higher education. The plan offers comprehensive hospitalisation cover during the term of the plan, additional family protection up to 5 times of basic cover and a life cover for the spouse and child.

### **Empowering Women**

Women in Sri Lanka have begun to move forward as key contributors. Nimalika Sooriyaarachchi, Senior Manager Life Underwriting began her journey at Amāna Takaful in 2008. Today, Nimalika is the Senior Manager-Life Underwriting, at Amāna Takaful. Speaking of her experience Nimalika stated: 'Employers should support women through their career with equal treatment and provide a platform to showcase their skills. Personally, I feel proud to have been conferred the CEO's Award for Service Excellence in 2009, which I feel is a good example of this. Women in any workplace should have the freedom to work and make decisions with authority, Nimalika stressed '

Nimalika further stated: "Insurance plays a vital role in people's lives. It is us women who should educate ourselves on the options we have to protect our family and make sure that they will always be safeguarded in any circumstance, she said. "After all isn't a popular secret that women call the shots at home on finances," she added with a smile.

Women's Day (IWD) is a general celebration of respect, appreciation and love towards women and an acknowledgement of women's economic, political and social achievements. While the UN theme for IWD 2013 is "A promise is a promise: Time for action to end violence against women", the compositor highlights policies such as Adhyapana as it is significant to reinforce the need to legitimise a woman's role in the household as a key decision maker when it comes to bettering the lives of her family. As an anchor in the family, women are best poised to plan and prepare financially for the big spends like higher education and potential hospitalisations. Benefits from the Adhyapana package include illness covers, family protection up to 5 times the value of basic cover and a life cover for your spouse and child amongst many others. Adhyapana is Amana Takaful's *promise* to women this IWD to look after them while they care for their families.