

Union Assurance General

continues to invest in Road Safety Awareness

For several years now Union Assurance General Limited (UAG) has been at the forefront of working towards creating safer roads for the Sri Lankan community by working hand in hand with the Sri Lanka Traffic Police Headquarters. Operating on a platform of 'Safety,' UAG's CSR initiatives are undertaken with the intention of creating a safer and better tomorrow.

As the only Insurance provider to officially partner with one of the main governing bodies that monitor road safety in Sri Lanka – the Sri Lanka Traffic Police Headquarters, UAG has continued to show their solidarity towards this project since its inception in 2012. The most recently organized programme within the Western province was held at Hemamali Balika Vidyalaya, Maligawatta, Colombo. Senaka Gamage the OIC – Education at the Sri Lanka Traffic Police Headquarters was present at this programme stated as follows "What we aim to accomplish through these programme is to safeguard our country's future generations.

This initiative that's being spearheaded by UAG is of inexpressible importance to our community. And speaking on behalf of the Sri Lanka Traffic Headquarters I must say that we are indeed very proud to have UAG as an exclusive partner for this undertaking"

Similarly, a number of programmes have been conducted throughout the year across various provinces - North Central, Central, Southern, Uva, North Western, Eastern and the Sabaragamuwa Provinces. A total of 230 schools have been covered as at date and over 22,000 students have participated and been educated on road safety aspects. The programmes conducted at schools also entail a special demonstration where the Sri Lanka Traffic Police very visibly depict the dangers that pedestrians could face and the nature of road accidents.

These Road Safety programmes conducted at schools are inclusive of a thorough training session for school traffic wardens where they are educated on road rules and traffic control.

Subsequent to the training the wardens are awarded traffic warden vests and issued a certificate by the Sri Lanka Traffic Police Headquarters, endorsing them as official school traffic wardens. As of today more than 1,600 students have been awarded traffic warden vests. General Manager - Marketing and Distribution at UAG, Nihal Handunge stated that "The sole purpose of these programmes is to facilitate the creation of safer roads and to bring about a positive change among communities, we at UAG feel that it is our responsibility to give something back to our invaluable stakeholders".

Union Assurance General is now under the corporate umbrella of Fairfax Asia PLC, based in Hong Kong, which is a wholly owned subsidiary of Fairfax Financial Holdings Limited (Fairfax Financial), a Canadian-based financial services holding company. At the same time UAG is further backed by John Keells Holdings PLC who continues to hold a 22% stake in the company



Nihal Handunge - GM Marketing & Distribution



Special demonstration session at Galgamuwa



Safety Awareness programme at Mahawa



Safety awareness programme at Uva Zone



Senaka Gamage - OIC, Education



Supun Kotuwegoda - Assistant Manager Marketing Operations & CSR



Traffic warden training session



Traffic Police Headquarters demonstration team



Hemamali Balika Vidyalaya Colombo



Safety Awareness programme at Mahawa 1



Road rules training session



Safety Awareness programme at Uva Zone