

I Am Sri Lanka

Having learnt from its experience and success, as a body corporate with the country at heart, Mobitel is reaching out to all Sri Lankans to unleash their potential towards personal as well as national prosperity. The call is loud to stop lingering in the past, but release that pent-up energy and talent to lunge into the future. With this aim, Mobitel will be launching a new campaign titled, 'I am Sri Lanka.'

Issuing a statement on Mobitel's 'I am Sri Lanka' campaign, David Taylor, Author and Professor of Leadership at Warwick University Business School, stated "Mobitel's I AM SRI LANKA idea and programme is brilliant, relevant and world-class. Sri Lanka is fortunate to have such a forward thinking company."

A year on since the end of the three-decade long war, the country is on the brink of rebuilding for the future. The once demarcated boundaries between the North and South are blurring and a whole nation is making progress. Sri Lanka is finally presented with a chance of turning the corner and getting on the freeway of promise. Moving in unison in one direction fuelled by belief in self and in the nation is a precondition to making the right turn. All Sri Lankans therefore, have an important role, to set ourselves free and motor along the freeway of promise to prosperity. The time for that is now!

Mobitel cognisant of its past, and aware of its strengths, developed a clear view of its future. Having assumed the role of National Mobile Service Provider, Mobitel, strode ahead towards realising its vision of developing Sri Lanka into an Info-com and Knowledge Rich Society. The company is offering high-speed broadband services to all. Mobitel believes that access to the best and latest information and communication technology by an entire nation consisting of people with disparate wants and aspirations is a sure way to linking Sri Lanka to a progressive world.

Mobitel, realising that Sri Lanka does not merely encompass of buildings, roads, forests, trees and other physical infrastructure that one sees but rather it is in essence about its people, who can make a difference between the past and future, and build a greater nation. Today, we may be small, but tomorrow our nation can and will be a great one. That responsibility however lies with each one of us. It is

you and I that make this nation great and our actions however small will help shape our world tomorrow.

We must look inward as responsible and accountable citizens, and believe that one small step by each of us is all that it takes to begin that journey of promise. Today, a little spark of technology from Mobitel will be our bridge to the world. Mobitel Broadband, will make even our small steps count for Sri Lanka. Because, we are responsible for Sri Lanka. Because, only then can each of us say, 'I am Sri Lanka!'

Leaping into a future of prosperity is not insurmountable, but only if we realise the importance of doing what must be done, no matter how small a deed it is. Sri Lanka is a country with a rich heritage, and one that out-did many and proved wrong all who scoffed and belittled our courage to overcome adversity – an accomplishment of collective resolve. The time is ripe to now transform that accomplishment into something greater, like a wider unity in action to emerge as an economic powerhouse and a marvel of the modern world. This is possible if we each make our contribution in action.

Alone, our actions may seem small, but the tiniest spark can start a fire. A single spark joined by hundreds, or for that matter millions, of more sparks can burn bright enough to illuminate our nation and be seen and followed by an entire world. It is time to stop thinking about what we should do, but do something about what we are thinking. Change is already here, and you and I hold the key to it. We can make a difference to our lives and build a great nation of people. Mobitel is powering Sri Lanka into action, transforming our small nation into a great nation, making a call to start with 'I am Sri Lanka!'