

Mobitel Launches ‘Liyasara’™ To Empower Sri Lankan Women



Coinciding with International Women’s Day, Mobitel launched its special package ‘Liyasara’ at Temple Trees under the patronage of Chief Guest First Lady Shiranthi Rajapaksa, Ranjith Siyambalapitiya, Minister of Telecommunication and Information Technology and Lalith De Silva, CEO – Sri Lanka Telecom Mobitel and other distinguished guests.

In line with Mobitel’s initiative to provide special facilities and services for women in Sri Lanka the ‘Liyasara’ package would enable customers to have easy access to information relating to Child Psychology, Cerebral Palsy, Maternal and New Born Health and Cancer Awareness to name a few. In addition to these information services, all customers under 65 years of age obtaining the Mobitel ‘Liyasara’ package would be covered with a special life insurance cover. The premium for the insurance cover is included in the monthly rental, which is provided at a nominal fee. Mobitel ‘Liyasara’ customers will be able to enjoy the benefits of a Rs 100,000 worth life insurance cover and a Rs 500,000 accidental death cover.

The Mobitel ‘Liyasara’ special package was therefore created with the aim of empowering Sri Lankan women by granting unlimited and convenient access to credible information disseminated in all three languages by expert institutions such as the Sri Lanka Foundation Institute, Cerebral Palsy Lanka Foundation, Sri Lanka College of Oncologists and the Perinatal Society of Sri Lanka. The package

is also inclusive of a limited bundle offer granting free, Mobitel to Mobitel voice calls and SMS, and a free data bundle of 10MB. “We created the Mobitel ‘Liyasara’ package that has been customized to suit the needs of all women, be it relating to motherhood, health, professional commitments or domestic situations. With this new package, we envision a more empowered Sri Lankan woman who can better achieve her goals by having ready access to the world of information, knowledge and communication,” said Lalith De Silva, Ceo – Sri Lanka Telecom Mobitel.

At the launch the package of the first ‘Liyasara’ SIM card was ceremonially presented to the First Lady Shiranthi Rajapaksa. Minister Ranjith Siyambalapitiya in his address at the occasion stated that “according to the latest records, the mobile phone usage of women in the developing countries is 21 percent less than that of men. This is part of an endeavour to increase that to 50 percent in the next few years. To this end this package is an innovative programme that is very beneficial and valuable for women – for our mothers, daughters and sisters.”

Dr Jayantha Balawardena, President of the Sri Lanka College of Oncologists highlighted on the importance of awareness and access to information for early detection and prevention of cancers in light of alarming rise in number of cancer cases particularly among women. “With regard to the question of empowering women it is very important to ensure that women are in good health. Today Mobitel along with the Sri Lanka College of Oncologists, have jointly launched this very useful package where people will be provided with the necessary information at the touch of a button. It is important as it is a very personalized service,” he said further emphasizing its importance in maintaining confidentiality and overcoming fear and social stigma.

The national mobile services provider believes that the Mobitel ‘Liyasara’ special package will be successful in achieving its goal of empowering and enhancing the lives of Sri Lankan women.

