

# Sri Lanka Telecom Mobitel Promotes Rural Telephony



Sri Lanka Telecom Mobitel has launched M Calls - a new initiative by the network meant to bridge the gap in accessibility to basic telephony in the rural sector. The M Calls initiative, aims to provide a simple solution using GSM technology for the provision of shared telecommunications facilities across this sector.

Commenting on the versatility and importance of the M Calls initiative, Suren J Amarasekera, Chief Executive Officer, Sri Lanka Telecom Mobitel said that this concept would be a milestone for the communications industry in Sri Lanka: "We wanted to ensure that people in the remote villages of our country enjoyed the same privileges as their fellow citizens in urban environments, and M Calls allows access to a means of communication which we believe will positively impact their daily lives. M Calls was spearheaded to fulfill this growing need. I believe that this initiative will assist many, especially those who are unconnected."