

ATL secures the future of the nation's dairy farmers with 'Kiri Govi Sathkara'.



'Kiri Govi Sathkara', yet another revolutionary insurance scheme offered by Amāna Takaful PLC (ATL), aims to uplift the livelihood of the local dairy farmer and is the latest addition to Amāna Takaful's innovative line-up of covers.

Around 300,000 dairy farmers across the island work to provide and satisfy the essential dairy needs of the country. Yet the importance of their function for society is overshadowed by the hardships they face. If their cattle pass away or a similar fate befalls the farmer, their families are thrust in to a plethora of complications. ATL has identified the fickle flow of life these dairy farmers have to go through and seeks to provide a secure foundation for them.

"Kiri Govi Sathkara" insurance scheme is designed with a list of benefits that seeks to provide relief to critical issues faced by our dairy farmers. The cover seeks to do so through a life-insurance for the farmer while providing the necessary payments in the case of accidental or natural death of their precious cattle.

'Kiri Govi Sathkara', Fazal Ghaffoor – CEO, ATL, acknowledged and appreciated the enduring contribution by the nation's dairy farmers towards the Sri Lankan society. Furthermore, he also highlighted that ATL has come forward as a responsible entity, to uphold and support this segment.

'Kiri Govi Sathkara' entails the following benefits:

1. Compensation to the farmer, due to accidental or natural death of cattle
2. Specialized life insurance covers worth Rs.100, 000 for the insurance holder
3. Rs25,000 as funeral expenses in the in the unfortunate event of the policyholder's demise

It was also highlighted by Ghaffoor that the cover could be obtained by not only the larger-scale dairies, but even by the farmers who maintain smaller farms. He also truly believed that the proposed scheme would support this segment of society to maximize its potential whilst being assured, that during an unforeseen eventuality – they would be financially protected.

ATL continues to be in the forefront of the insurance industry in Sri Lanka and caters to all segments of customers. The Takaful way of insurance operates on the concept of bringing people together to be part of a system that gives them the opportunity to help each other. Since its inception in 1999, ATL has been successful in establishing a strong position for the concept of Takaful amidst competition from established conventional players. As the pioneer Takaful provider, ATL operates 27 branches and is set to expand further to better serve customers across the country. ATL continuously reaches out to customers from all segments of society and offers innovative and state-of-the-art insurance products that are convenient, affordable and reliable. As part of its commitment to remain 'Open to all', ATL serves all communities and employs a multi-ethnic team across its network.