

UA CSR wins at Asia Responsible Entrepreneurship Awards 2014

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Sri Lanka, March 28 -- Union Assurance was adjudged a winner in the Social empowerment category at the recently concluded 'Asia Responsible Entrepreneurship Awards 2014 South Asia' organized by Enterprise Asia in New Delhi, for UA's remarkable contribution to the community in creating a healthy and safer tomorrow. Commenting on the achievement, Assistant General Manager Marketing of Union Assurance, Dharshana Amarasinghe said, "We are honoured to be recognized at an international platform for our Corporate Social Responsibility efforts. We have a long way to go to create a healthy and a safer tomorrow and with this recognition we believe we are in the right path to achieve our objective.

Asia Responsible Entrepreneurship Awards (AREA) recognizes and honours Asian businesses for championing sustainable and responsible entrepreneurship. The programme highlights the participant' leadership, sincerity and ongoing commitment in incorporating responsible and ethical values, legal compliance, respect for people and individuals, involvement in communities and protection of the environment into the way they run their business. Enterprise Asia carried out a transparent evaluation process which included an on-site visit by the panel of the judges before announcing the winner for this prestigious award.

The community centric CSR activities are based on building a trustworthy tomorrow, by creating safe and healthy communities. In a two-pronged strategy dealing with safety awareness and health awareness, the brand attempts to bridge its business interests with that of the well-being of their stakeholders and communities. CSR Activities currently executed by UA includes, the setting up of crime prevention hoardings, awareness on expressway safety campaigns, and traffic awareness programmes for school children, drivers and parents, in association with the Sri Lanka Police to create safer roads; and, Dengue awareness programmes, and Thalassemia prevention awareness programmes, in association with Ministry of Health to create a healthier community.

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