

Mobitel partners with 'CareerMe'

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Nalin Perera, CEO, Mobitel exchanging the MOU with Anjana Kulasekara, Founder and CEO, CareerMe.

Mobitel has partnered with CareerMe, a fully-fledged career guidance app and web platform developed by a national company in partnership with an Australian body, to aid students, teachers, parents as well as other industry professionals alike to obtain career guidance. The free career guidance mobile app is a first of its kind in the country and it hosts free, interactive online career tools that help identify the best career and education paths with personalized career guidance at the touch of a fingertip. As the technology partner for CareerMe and other such innovative startups, Mobitel has taken on the mantle of a mentor, nurturing tech entrepreneurs as well as innovative startups to succeed as successful

businesses.

Since its launch, CareerMe App is witnessing rapid adoption and was felicitated as the 'Winner in the Learning and Education category' at the 'e-Swabhimani Digital Social Impact Awards 2018', organized by the Information and Communication Technology Agency (ICTA) of Sri Lanka. Through this collaboration, Mobitel hopes to enhance employability by guiding students in the right direction, so that they can pursue their aspirations and become a vital asset to the country.

Nalin Perera, CEO, Mobitel explains, "As the national mobile service provider, Mobitel, is playing a strategic role in driving a spirit of technology-backed entrepreneurship to encourage business ideas that will enhance people's lives and make a national contribution. Mobitel has been active in expanding nascent IoT and IIoT technologies in the country, investing heavily in bringing the advanced technologies to benefit Sri Lankans. Our aim is to empower people from both rural and urban areas with the ability and knowhow to access enterprise solutions that would help them increase their efficiency, productivity and re-engineer processes. We have partnered with some startups, which are thriving today and will continue to seek out innovative ideas and concepts and put them on the path to prosperity. The growth and expansion of home-grown startups have the power to drive economic growth."

With CareerMe, the future generation of the country can obtain career guidance coupled with advisory support to successfully achieve their ambitions thus, become a vital force in fulfilling the future employment demands and help move the nation's engine of growth forward.