

# Mobitel partners with Sri Lanka Red Cross Society

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(L-R): P R S P Jayatilake, Director General, Telecommunications Regulatory Commission of Sri Lanka; Jagath Abeysinghe, President, Sri Lanka Red Cross Society; P G Kumarasinghe, Chairman, SLT Mobitel; Nalin Perera, CEO, Mobitel; Prabath Gamage, General Manager, Enterprise Business Mobitel

Mobitel has signed a Memorandum of Understanding (MoU) to become the Communications Partner for the Sri Lanka Red Cross Society (SLRCS). Having the SLRCS sign on for Mobitel's communication expertise reflects the perception of reliability of the mobile service provider for critical services that the SLRCS provides to the people of Sri Lanka.

As part of the MoU, Mobitel will provide the SLRCS with a mobile donation platform (subscription based/on demand) and assist the SLRCS Disaster Response Teams to better serve disaster-affected areas. It will implement special communication programmes and services in the SLRCS housing and community building projects and extend latest technology assistance for the SLRCS Disaster Management Operation rooms and command centres.

The solution offered by Mobitel for disasters includes Mobile COW (Cell on Wheel) and drones for mobile communication. The Mobile COW is available for the general public, while the drone is available only for Mobitel customers.

Nalin Perera, CEO, Mobitel commenting on the partnership said, "Mobitel is proud to have been selected by the SLRCS as their telecommunications solution provider to offer the best

in ICT products and services. Mobitel's innovative and reliable services are truly enhancing communication, technology, health and IT literacy opportunities for citizens throughout the nation. The SLRCS has been active in the recent flood disasters in Sri Lanka and is a highly reliable relief agency both locally and globally and it is a privilege for Mobitel to partner with such an organisation".

Jagath Abeysinghe, Chairman, SLRCS stated, "The Sri Lanka Red Cross Society provides humanitarian support during times of the natural disasters and conflicts or even community emergencies, providing critical services to save lives and provides essentials for survival and dignity of people. In our mission, we need a reliable communications partner who can not only provide advanced solutions to streamline our disaster management and community housing projects, but also provide connectivity and enhance our operations. We found these qualities in Mobitel and look forward to enjoying Mobitel's communications solutions in enhancing our critical operations".

Addressing the gathering P G Kumarasinghe, Chairman, SLT Mobitel stated, "With this MoU signed with the SLRCS, now we have the opportunity to contribute by offering state-of-the-art technology to power the worthy cause the Red Cross Society has initiated. Communication that was practiced using simple techniques in early Sri Lanka has today reached greater heights with the advancement of telecommunication technology. Mobitel plays a pivotal role in the national mobile communication system and fulfills its responsibility as the National Mobile Service Provider".