

# **World Telecommunications & Information Society Day 2021**

## **Chairman's Message**

I am pleased to send this message on this special occasion when Sri Lanka joins all members of the International Telecommunication Union (ITU) to celebrate the World Telecommunication and Information Society Day (WTISD) 2021. ITU together with all the member states are invited to make their contributions and to create awareness under this year's theme "Accelerating Digital Transformation in challenging times".

Today more than ever, digital transformation of businesses and partnerships in delivering services for their stakeholders is a key imperative for growth and success of any entity. ICTs are evolving incredibly fast towards the use of latest technologies such as Internet of Things, 5G, Cloud Computing, Artificial Intelligence (AI) etc. in everyday life. These changes are driven by digital innovations and ever-increasing needs of user community. Therefore, countries, cities, organizations and communities are required to embrace these ICT advancements to achieve sustainable economic growth.

A country cannot progress without adapting to the rapid technological changes taking place. With that being said, Sri Lankan government has also taken initiatives to formulate ICT policies that will outline strategies and action plans for digital transformation in the aspects of trade facilitation, e-government, e-commerce, global competitiveness, different industries and environmental issues.

Digital Transformation has also become a major topic in Sri Lanka after the outbreak of COVID-19 pandemic. During this difficult time, most private as well as public sector organisations in the country had to reshape their businesses through the adoption of ICTs for executing their functions. Now the digital transformation is turning out to be a crucial part of our personal and professional lives to progress in this ever-evolving society. Thus, moving towards the digital transformation has been highlighted as one of the only options which can ensure sustainable economic growth especially during the challenging times.

I take this opportunity to wish all stakeholders a meaningful World Telecommunication and Information Society Day.

Jayantha de Silva

Chairman of Telecommunications Regulatory Commission of Sri Lanka