

Overview:

SINHALAYA News Agency (operating under <http://www.sinhalaya.com>) is the main subsidiary of the SINHALAYA WORLDWIDE® (Registered under the Business Names Ordinance (Chapter 149) incorporated by Business Names Statute No.4 of 1990 (W76686 W72760 W76676)) founded in the year of 2002 by **Mr. Channa E. Katuwawalage (Founder/ Editor/ CEO at Present)**

SINHALAYA.COM is mainly an online News Agency. Apart from that it has sections for literature, history, entertainment (Chat, Friends) and education (Forums for open discussions) as well.

The SINHALAYA News Agency was initiated with the aim of providing a full coverage of National news to Sri Lankans around the Globe as a Web Media. The SINHALAYA News Agency was well fit in to the then vacuum for a proper Web Media which holds accountability for the content provided to the nation.

The SINHALAYA News Agency addresses basically Defence, Cultural, Literature and political issues (occasionally). The SINHALAYA News Agency addresses all levels in the society both local and international, especially Sri Lankans.

The main tasks of the SINHALAYA News Agency's Media journalism comprises of News Publishing, News Editing, News Analysis, counter attacking the International and Local elements which can disturb the sovereignty of the county and also selling News to both local and International Media.

Vision :

The vision of The SINHALAYA News Agency - "safeguard the nation" was nurtured within. It was evolved from the ideas and contributions of many who truly were with us in our ups and downs.

Mission :

The mission of the SINHALAYA News Agency is to serve the nation as a responsible News Agency resembling the true Sri Lankan identity in the Cyberspace. The SINHALAYA News Agency gives the Sri Lankan view to the International community for them to experience true Sri Lanka.

Our Media Policy

We in The SINHALAYA News Agency do value journalistic professionalism when it comes to News coverage. We do not believe on “unbiased journalism”, which let everything - any incident which favors or harms our motherland, Buddhism or any other religious believes, Sinhalese or other ethnic groups or culture - to happen and then effortlessly reporting as it is.

The Media Policy of The SINHALAYA News agency is unique as it views every event from a nationalized view and makes sure the truth is conveyed to its national and international audiences in no time. We hereby take the pride to say that it's our commitment to approach to the general public by providing guidance and lead reaffirming their right to know the truth.

Our Policy on Updates

The wider audience of The SINHALAYA News Agency always experiences a news coverage which is of national importance and worth reporting. Therefore, populating the News section with minute by minute updates of every other incident is not the SINHALAYA News Agency's way of updating.

Although they are content-wise richer, the frequency of updating The SINHALAYA News Agency's News bulletin is indecisive as it may be in every minute and also may span over weeks or even months based on the “real news value” of the nationwide events.

Our exclusive news updating procedure makes use of news stories, photographs / images, video and audio documentaries, articles and commentaries while covering nationwide events only with news-value and a “relevance to the intellect of the reader”.

How we function ?

It's very simple ! The SINHALAYA News Agency has three backbones; *Media backbone, Entertainment backbone and Commercial backbone.*

Media backbone is everything you have being reading here and yet to read about the SINHALAYA News Agency.

Entertainment backbone is Chat, Friends and Marriage, Literature, History and Discussions through our web site which the end user enjoys for free of charge.

Yes,, its Free indeed. Our operating strength, working strength, managing the corresponding networks in Europe, Middle East & other Asian Countries, our efficiency, technology and creativity are enjoyed by the end visitor by paying ZERO LKR...!

We know your next question ,, then how the SINHALAYA News Agency sustain and where the funds come for us to operate ,, ha ?

We make our own funds by our old fashioned, traditional yet reliable one-to-one business tricks! In addition to the funds gained from News selling, we acquire funds from the reasonable and economical service we provide through SINHALAYA Web Services (<http://www.veholdings.com>), a subsidiary maintained by SINHALAYA.COM.

It is our staff the strength behind the procedure of making funds. The journalists - from the CEO to the most junior staff once busy with the News Agency, transform into a marketing team with 24/7 one-to-one dedicated customer support service utilizing their efficacy, knowledge and creativity in order to deliver the maximum to the nation.

By keeping the same momentum, we further tell our clients **"If there is any other way to assist you in this regard, please let us know".....**

Its our Commercial backbone which is why we are proud to say that we have no obligations to anybody; **WE ARE INDEPENDENT !**

Our Journey :

Though SINHALAYA WORLDWIDE® was initially started as a Community Network, with the commencement of Sri Lanka's Eastern Liberation Operation by Sri Lankan Security forces on July 2006, The SINHALAYA News Agency more actively emerged with Defence News Reporting. At present Defence and National News are the two main areas which The SINHALAYA News Agency covers.

The SINHALAYA News Agency cherishes the immense contribution of its Defence Correspondents during the Eastern Liberation operation and the Wanni Humanitarian Mission.

Keeping abreast with other local Electronic Media and Foreign Media, the SINHALAYA News Agency was the only web media that visited the conflict areas most number of times to make real time news reporting possible.

Whilst Sri Lankan Security Forces battle against LTTE terrorists in ground; the SINHALAYA News Agency was operating under current in making the life miserable for the pro-LTTE terrorist Diaspora.

Nobody can deny the fact that the silent service the SINHALAYA News Agency has done during both Eastern Liberation and Wanni Humanitarian missions, helped to disturb the propagandas of LTTE-proxy Diaspora spread across the world.

Occasionally, by having paid / unpaid, official / informal/ spy correspondents and with the propagandas and campaigns conducted by the SINHALAYA News Agency has provided reliable information to Intelligence Units to keep up with the national security.

As a Web Media, the SINHALAYA News Agency caters all levels of users in the society.

As a pioneer Web Site in the country the SINHALAYA News Agency has always stood by the nation giving a voice to true Sri Lankans.

Recently, The SINHALAYA News Agency reached another milestone with the launch of Unicode Edition of its National News cast. Now the SINHALAYA News Agency has four main editions :

- Sinhala Non-Unicode Edition
- Sinhala Unicode Edition
- English Edition of its Official News Cast
- Sub Version in SINHALAYA News Agency's Official Fan Page in Facebook

A Tamil edition is to come soon.

While the Sinhala versions speak to the mind of general public boosting their patriotism, the official English edition speaks to the English audience with a Sri Lankan touch. It's a harmless trick of us to increase the moral of every other Sri Lankan while diminishing the moral of LTTE-friendly Diaspora at the same time.

In addition, for the benefit of users who do not have any type of fonts (Unicode / any other Sinhala Font) to read Sinhala News, the sub version of the SINHALAYA News Agency News Cast is created as its Official Fan Page in Facebook - social community network having an "Image Version" of the news articles.

Therefore, the SINHALAYA News Agency has become the first and only of its kind to maintain the most number of news editions simultaneously.

The media team of the SINHALAYA News Agency has produced special, complete, detailed video documentaries on national events mainly for the benefit of Sri Lankans living overseas; who do not have access to them.

The Independence Day celebrations, "Deyala Kirula" events, 60th Anniversary of Sri Lanka Army and various events organized by Sri Lankan Security Forces are to name a few.

Nevertheless, the SINHALAYA News Agency made it a point to release complete detailed special video documentaries on each of its tours to conflict areas.

Looking back, the SINHALAYA News Agency is humbly proud about its silent contribution over the past 8 years for the betterment of the nation and national security as a simple, organized, independent but profitable Media Organization with no backing - not even a cent from any Government, private, local or international element.

The SINHALAYA News Agency will never want to be the Number One in the country, but certainly it wants Sri Lanka to be the Number One in the Whole World...!