

## In the News

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# Employees Of Reliance Nippon Life Spread MITHAS This Diwali

*The planning of this initiative began almost a month ago. RNLIC wanted to take care of every little detail to make sure there were no compromises made.*



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Diwali is the festival of lights and it denotes creating a difference in the lives of the people we care for. Traditionally, Diwali has been about the spirit of giving, caring, spreading joy and delivering happiness in the lives of our near and dear ones.

"How about spreading happiness in the lives of people who long for their near and dear ones, the ones who the world may have forgotten – not just on Diwali but on most days between Diwalis", quipped Ashish Vohra – ED & CEO of Reliance Nippon Life Insurance. Thus, germinated the idea of MITHAS - a different take on the festival that culminated in Team Reliance Nippon Life coming together to share the happiness of Diwali festivities with over 100 residents of the Smit Old Age Home and Foundation in Thane.

A team of enthusiastic and super excited volunteers led by Salma Khan and Ritu Suchdev drew up an intricately detailed plan to visit and bring cheer to the lives of these senior citizens, providing them with the feeling of togetherness and bonding of a family.



"Your time is the most valuable present that you can gift anyone, and I wanted to personally do so," responded Shiv Tiwary, Chief Marketing Officer of Reliance Nippon Life Insurance, when asked about his excitement about this initiative. The planning of this initiative began almost a month ago and team RNLIC wanted to plan the finest details to ensure that no compromises were made. The Executive Council members reached out to Team Smit to understand the list of essentials and celebrations that they could offer.

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"I was humbled to note the simplicity of the lives of the Smit inmates. Their expectations were grounded in the basic necessities of life. The fancifulness of Corporate Diwali gifts pales in comparison to the expectations of these residents. I could not have imagined how basic necessities could help celebrate the festivities of Diwali," commented Shiv. In his words, "This initiative was funded entirely by the generous support and contributions from the top management of the company. Many of them also spared their valuable time and spent their morning to meet, greet, feed and seek their blessings."

Smit Old Age Home is founded and run by a very warm and soft-spoken woman named Yojana Vikas Gharat, who has selflessly dedicated her entire life to the well-being and upliftment of the homeless. Most inmates at the Smit Old Age Home are those who had done little or no financial planning for life after retirement.

On the morning of October 30, a team of 10 volunteers from Reliance Nippon Life Insurance organised a visit and planned an entertaining session which included a live music session where two popular guitarists Aakash Deshmukh and Nishigandha Bhangale sang classic Bollywood songs of yesteryears. The inmates sang along and enthusiastically shook a leg too. Music resonates and ushers in happiness, calmness and peace and that is precisely what this program did for these inmates. A delighted hostess, Gharat, commented that melody creates magic and leaves behind positive vibes for days on the go. It is purely coincidental that they recently fitted music systems in their halls.

Following this session, there was a fun-filled interactive session where some members shared stories of their life journey. The residents were overwhelmed and overjoyed to spend time with the employees of RNLIC. They enthusiastically posed for photographs with the team and requested another visit soon. The warmth and Mithas of this interaction were evident in the bright smiles seen on those innocent faces.



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In addition to the basic necessities, the team also brought with them a small souvenir for all the residents. There could have not been a more apt occasion for this gesture, than Diwali. Team RNLIC presented personally crafted messages from their employees to Gharat and the residents. This card according to Ashish is a token of RNLIC's goodwill, appreciation for the spirit of humanity that Smit personifies and the team's commitment to participate further in this cause.

Gharat said, "I am truly touched by the level of involvement and interest shown in our work by the members of Reliance Nippon Life Insurance. Before their visit, they made sure to be fully aware of who we are, what we do, the do's and don'ts while interacting with the members, the likes and dislikes of our people, the things we needed etc. We have never experienced such involvement from anyone yet. They treated every one of our members with respect and love, greeting them as if they were meeting and greeting their parents. They even waited back to serve them lunch and made sure all ate well and were happy. They brought with them 'Khushiyon ki Mithas' that will stay in our memories forever. Support from such warm-hearted people gives us strength and motivates us to do more for society."

At the end of a lovely day, the volunteers from Reliance Nippon Life left with their hearts overflowing with love, delight and blessings. As expressed by Ashish, "The sentiments of empathy, compassion and being socially responsible are embedded in the DNA of our organization, as is evident in the nature of our business where we stay committed to standing by our customers and their families in their hour of need." He added, "Associating with this noble cause through our initiative MITHAS was a life-changing experience for all of us, as it was filled with emotions and sentiments. My team brought back much more than we actually gave – memories of innocent smiles and precious laughs." These priceless moments spent at the Smit Old Age Home is just an attempt to help Sweeten everyone's Diwali.

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