

RELIANCE PLANS TO REACH OUT TO OVER 10,000 CHILDREN UNDER THIS INITIATIVE

Delhi : Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today announced its partnership with Room to Read to set up libraries across schools in India.

Room to Read is a global non profit organization committed to promoting literacy and gender equality in education in the country by providing libraries in schools.

The partnership between RLIC and Room to Read aims to set up over 100 libraries in government primary schools and reach out to over 10,000 children across the country through this initiative.

RLIC, on Children's Day, also inaugurated its first library under the partnership in Mumbai. The library was inaugurated here by Mr Anup Rau, Chief Executive Officer, Reliance Life Insurance and Mr. Unmesh Brahme, Country Director, Room to Read India.

"We are delighted to launch our partnership with Room to Read in a bid to empower children with books and knowledge. Education, like insurance, protects the long-term future of the family. Libraries provide children an environment of knowledge and inculcate habits of learning and curiosity amongst the young minds," said Mr Rau while inaugurating the first library today.

Reliance Life Insurance and Room to Read will create and maintain libraries in Municipal Corporation Schools across Rajasthan, Uttarakhand,



Mr Anup Rau, Chief Executive Officer, Reliance Life Insurance and Mr. Unmesh Brahme, Country Director, Room to Read India, inaugurating first school library in Govind Nagar, Malad East, Mumbai.

Andhra Pradesh and Maharashtra in the first year of their programme.

"Room to Read is so grateful for the support that Reliance Life Insurance continues to provide. Reading is fundamental to success in life and it is Room to Read's mission to ensure that every child develops the habit and skill of reading, thus ensuring children become life-long readers. As an organization, we are committed to enhancing reading outreach across the country through our programs, thereby positively impacting the lives of many children", said Mr. Brahme.

The partnership, which is part of Reliance Life Insurance's Corporate Social Responsibility (CSR) endeavour, will support more schools with such libraries in the following years.

Through this initiative, Reliance Life

Insurance aims to compliment, support and strengthen the efforts of the government to improve the quality of education in India.

"We are happy to compliment and support the initiatives of the government towards improving the quality of education in India. We believe that setting up libraries in schools is a small but an important step towards making a difference in the lives of the children and thereby leading them to a better future," said Mr Rau.

This is the second association of Reliance Life Insurance with Room to Read. Earlier, Reliance Life Insurance had joined hands with the International Cricket Council (ICC) and Room to Read to launch the 'Boundaries for Books' campaign in 2011.

Under the 'Boundaries for Books' campaign, Reliance Life Insurance contributed Rs. 25,000 for every six

hit during the ICC Cricket World Cup 2011. This donation was given to Room to Read for setting up libraries and providing local language and English books to underserved children across India.

Established in 2003, Room to Read India currently has presence in nine states and has set up more than 6,421 school libraries across India.

Room to Read seeks to transform the lives of millions of children by focusing on literacy and gender equality in education. Working in collaboration with local communities, partner organizations and governments, Room to Read develops literacy skills and a habit of reading among primary school children, and supports girls to complete secondary school with the relevant life skills to succeed in school and beyond.