

Reliance Life launches 'Do Good' campaign

Taking a leaf out of Prime Minister Narendra Modi's Swachh Bharat initiative, private-sector Reliance Life Insurance today launched its new social media campaign 'Do-Good' to celebrate acts of goodness in daily life.

The campaign aims at recognising and inspiring selfless acts of goodness by people across demographics, social strata and causes that impact society positively. "We firmly believe that any selfless act of goodness -- across demographics, causes and regions -- needs to be encouraged. "There is a genuine need to create a platform where each such act by individuals or groups can be shared with a larger audience and amplified to be recognised. **PTI**