

Reliance Life launches Do-Good campaign

The campaign has received encouraging response

Mumbai: Private life insurer Reliance Life Insurance Company Ltd Thursday announced the launch of social media campaign Do-Good.

In a statement issued here, Reliance Life said 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 recognized. Our 'Do-Good' campaign aims to provide such a platform for sharing and recognition," Anup Rau, chief executive officer, was quoted as saying in the statement.

SHARING AND RECOGNITION

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The Do-Good campaign has been initiated recently on all social platforms to create awareness and encourage people to take action in the 'good' direction.

The initial phase of the campaign has received encouraging response on Facebook with over two lakh likes across its posts within a span of two weeks in the soft launch phase.

According to Rau, the insurance industry leads by

example in case of selfless act of goodwill.

"It is the only industry that prospers by protecting its customers and helping them in times of need. An insurance agent is that one person who wants you to protect what is valuable to you and help you plan for any eventuality.

'Do Good' therefore is our intent, our philosophy and our belief that we aim to spread through social media," he said. IANS