

## Press Release

### Reliance Life Insurance launches Project School on Wheels

- **Partners with NGO Project Crayon to launch a pilot project "School on Wheels"**
- **Aims to bring a mobile school close to marginalized and under-privileged children living in the slums of Mumbai**
- **Plans to focus initially on slums near Chembur and Mankhurd – 50 children selected for the initial roll-out**
- **The bus customized for this project fully equipped with a computer and library along with a teacher**
- **The mobile school inaugurated by Mrs. Tina Ambani**

**Mumbai, 18 July 2008:** Reliance Life Insurance, one of the fastest growing life insurance companies in the country, today launched its project 'School on Wheels' in association with Project Crayon, an NGO focused on Child Rights and Youth Development.

The project, which is a part of Reliance Life Insurance's Corporate Social Responsibility endeavor, was launched by **Mrs. Tina Ambani** here today.

**Mrs. Ambani** inaugurated the mobile school amid a large group of children, parents, project coordinators and senior officials from both Reliance Life Insurance and Project Crayon.

Project 'School on Wheels' aims to bring a mobile school close to children living in the slums of Mumbai. Before any intervention, every child is counseled to ascertain his or her profile. The overall approach is to prepare these children for admission to a formal education stream, impart appropriate moral and social values, and bring them to the mainstream of society.

"Education equals empowerment, the ability to craft a better future," said **Mrs Ambani**. "Our vision is to provide access to basic education to underprivileged children and open their eyes to their own potential

and the world that awaits them. This initiative is in line with the Group's commitment to bring value to the lives of underprivileged children across India."

The focus of the project will initially be on the slums around Chembur and Mankhurd. The mobile school will cater to the slums in and around these areas in the first phase with more than 50 children having been already identified and selected for this project.

"It is a small but important step towards making a difference in the lives of these children and thereby leading them to a better future," said **Mr. P. Nandagopal, CEO, Reliance Life Insurance**. "We are sanguine that the success of this project will serve as a precursor to many such wonderful opportunities for us to truly make a difference in the lives of a wider segment of society."

The bus, customized to function as a school, is fully equipped with a computer and library, and has dedicated teachers to conduct classes. In the course of its daily routine, it will cover a few selected slum areas and will run a three-hour class at each of these centres. The teaching methodology will be non-formal and largely based on the Avehi Abacus syllabus.

The computer will provide a platform for educational software, movies, music and other entertainment-based educational programs to be delivered to the children. Activities such as clay making, card designing, theatre/play acting and art classes shall form a part of the overall curriculum.

"We are extremely pleased to see leading organizations such as Reliance Life Insurance take up their socio-economic responsibilities with such zeal and enthusiasm," said **Ms. Devika Kulavoor, Founder Trustee, Project Crayon**. "It is of interest to note that as a result of the preparatory work for this project, five children have already joined a formal education stream and have been enrolled with a private English medium school in the vicinity. We are sure that this project will be a great success and have a positive impact on the lives of many children."

These children will also be provided with toys and educational games as incentives to keep them motivated to attend the school. Various other support services such as first aid, transportation to schools and health camps will also form a part of the programme.

'School on Wheels' is a one-year project, which will be monitored and reviewed quarterly.

### **About Reliance Life Insurance**

Reliance Life Insurance Company Limited is one of the India's top private-sector life insurance companies with business premium including renewal premium of over Rs 3,225 crore (as on 31 March 2008). It has a pan-India presence and a range of products, as many as 27, catering to individual as well as corporate needs. Reliance Life Insurance Company Limited is an associate company of Reliance Capital Limited, which is a part of the Reliance Anil Dhirubhai Ambani Group. The company aims to attain a leadership position in the market in the next few years by further expanding and strengthening its distribution network.

### **About Crayon**

Project Crayon (Child Rehabilitation and Youth Oriented Nationwide Services) is an NGO that focuses on issues of Child Rights and Youth Development. It is six years old and has initiated programs to empower children through education. It has been registered since 2002 with the Charity Commission under the BPT Act. Project Crayon has initiated programs in the following areas: Education, Health, Rights, Shelter and Community-Based Development.

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