

MEDIA RELEASE

Children's Day: Reliance Foundation's annual '*Kahani Kala Khushi*' begins; to inspire children across India

- Reliance employees engage children from disadvantaged communities with inspiring storytelling, art and other activities
- During the week of Children's Day, the initiative will reach about 22,000 children, including children from over 1,100 Anganwadis
- The outreach efforts with children will continue over the next few weeks across India

Mumbai, November 15, 2024: Reliance Foundation's *Kahani Kala Khushi* is back! This year's initiative kicked off on Children's Day to inspire children across schools and Anganwadi centres through storytelling and other activities across India over the next few weeks.

As part of this initiative, employee volunteers from across Reliance businesses, representatives of organisations partnering with Reliance Foundation in this initiative and communities will engage with children from disadvantaged backgrounds. During the week, the initiative will reach about 22,000 children.

Marking Children's Day on Thursday, the initiative began at a government school in Mumbai, where over 400 Reliance employees volunteered engaged 3,800 children through storytelling, art, outdoor and indoor games. Over the next few days, hundreds of such volunteers will engage with children across the country. In Maharashtra and Telangana, the initiative began in 63 Anganwadis for pre-school aged children on Thursday and is set to reach 18,000 children in more than 1,100 Anganwadis during November 14 – 16. *Kahani Kala Khushi* initiative aims to build communication skills and confidence in children along with their cognitive functioning, driven by Reliance Foundation's commitment to children and youth as a core area of our work the aim is to build aspirations of young people to shape a strong and prosperous nation.

Reliance Foundation is committed to spreading joy among children from disadvantaged communities around this time of the year for over a decade now. This year's *Kahani Kala Khushi* initiative is an intensive effort to combine storytelling and art with inspiration to engage children. Last year's initiative was held in 25 cities reaching out to over 17,000 children.

About Reliance Foundation

Reliance Foundation, the philanthropic arm of Reliance Industries Limited, aims to play a catalytic role in addressing India's development challenges through innovative and sustainable solutions. Led by Smt. Nita M Ambani, Founder and Chairperson, Reliance Foundation is relentlessly working for the overall well-being and enhanced quality of life for all, focusing on rural transformation, education, health, sports for development, disaster management, women empowerment, urban renewal and arts, culture and heritage, and has touched the lives of over 79 million people across India, in over 60,500 villages and urban locations. More on www.reliancefoundation.org.

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